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# **FUNDoggy:**

## **Using gamification and social network services to create a mobile fundraising application for helping shelter dogs**

By Yu Ri Na

A thesis submitted in partial fulfillment of  
the requirements for the degree of  
Master of Fine Arts in Visual Communication Design

School of Design  
College of Imaging Arts and Sciences  
Rochester Institute of Technology  
April 26, 2017





“ FUNDoggy is an enjoyable app that is easy to use and, most importantly, something I believe many people would utilize. As a huge dog lover, and someone who enjoys donating to important causes, this is definitely an app I would frequently use. I believe FUNDoggy is successful in creating an enjoyable, and immersive experience for people who love dogs and want to help, but don't necessarily have the time to visit a local shelter, or don't know where to start. The idea that the users get to experience, and see directly where their donations are going, and even share that info with their friends via social media, is what makes this app so successful.”

*Lindsay Cangialosi*, participant in final usability test

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## Abstract

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# FUNDoggy: Fundraising Application

## Using gamification and social network services to create a charity fundraising application to help shelter dogs

The proliferation of new media is rapidly changing the world of philanthropy and more effective methods of raising funds and developing donor relationships must be sought. Furthermore, today's trends indicate that the amount of giving by individuals has increased gradually, but the generation gap in donors is increasing.

Fundamentally, this thesis project seeks effective ways to attract young donors and show how to maintain a continuous connection with them by using today's trending business and marketing buzzwords, "gamification" and "social network services." Employing a game's entertainment, problem-solving challenges, interactive experience, and customer loyalty improvement is expected to create significant synergy when the game is merged with fundraising and social network services. The study also engaged in an in-depth exploration of existing fundraising methods, in which user interviews were employed to identify the underlying problems. Finally, this study presents an understanding of game mechanics and psychology and outlines its strategic plan for a new fundraising app, designed for a nonprofit animal shelter to encourage pet adoption and donation.

Through the analysis, this thesis project suggests solutions and ideas for a better UX design for a fundraising app that can engage people and draw their attention. Finally, based on this study, recommendations are made for further research that reinforces the role of a fundraising app in making a better world.

### KEYWORD:

Graphic design, UX design, UI design, Philanthropy, Charity, Online fundraising, Social media fundraising app, Gamification, App design

### Thesis Webpage:

<http://www.naaayul.com/#!/fundoggy/>

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# Introduction

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## Problem Statement

According to a new report by the Charities Aid Foundation (CAF) and University of Bristol, the amount of money that donors give to charity has increased between 1978 and 2010. Interestingly, more than half of all donations to charity are made by individuals age 60 or older.<sup>1</sup> Conversely, younger people have seemingly rejected the idea of giving money to charity. They have opted to use their money for entertainment and leisure activities. Indeed, this statistic shows a generation gap that seems to be growing. For this reason, a new paradigm that would apply familiar concepts for those under 30 is needed to encourage and spur interest in the culture of donating. Despite the fact that the giving culture has grown over the years, there are concerns that the younger generation is not embracing it as compared to the older generation. For nonprofit organizations to continue growing and benefiting society, the giving culture ought to be encouraged among youth. Because youth have been known to be affiliated with game mechanics, social media, and digital media, inventing a gamification app that speaks to the importance of donating ought to be encouraged, too.

Tim Longfoot, managing director of the agency Open Fundraising, said that 20% of online donations come from mobile devices, notably smartphones and tablets. Moreover, one recent study from Blackbaud suggests that 62% of Generation Y (age 18-32 as of 2013) would give money by mobile device.<sup>2</sup> Therefore, social media sites, SNS messages, and mobile applications are becoming more and more important for generating donations to nonprofit groups, but nonprofits need to improve their handling of donations made from mobile phones.

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<sup>1</sup> Sarah Smith, "Mind the Gap - The growing generational divide in charitable giving" (report, Charities Aid Foundation, University of Bristol, 2012)

<sup>2</sup> Steve MacLaughlin, "Charitable Giving Report: How Nonprofit Fundraising Performed in 2014" (report, Blackbaud, Charleston, SC, 2015)

The goal of this study is to design a strategic application plan using gamification and social media to create a fundraising app for a nonprofit animal shelter in order to encourage young people to engage in charitable giving.

This thesis will demonstrate how design can present the opportunity to narrow the gap in charitable giving between those over 60 and those under 30. Similarly, the aim is to reduce this generational gap in order to make it possible for more people to practice the culture of giving.

This thesis study will concentrate on discovering and applying effective game mechanics that are appropriate to fundraising and social media. Therefore, this study is expected to create significant synergy when combining game mechanics with online fundraising social media. In other words, the aim is to build an app that enables young people to learn the importance of giving and involve them in social media activities that support the act of donating.

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## Situation Analysis

The long history of philanthropy has ensured that the practice is now deeply rooted in the American culture; moreover, philanthropic activity has increased steadily through the years, as it has been influenced by factors such as market forces, public policies, and digital technologies. Today, the proliferation of new media is rapidly changing the world of philanthropy; for this reason, various attempts have been made to develop effective fundraising methods for nonprofit organizations using new media methods.

In 2014, the ALS Ice Bucket Challenge had great success. Videos posted online contained images of happy participants who were being drenched in ice water and donating their money to help others. Seemingly, these videos played an important role in motivating others to do the same. By this strong example, we have learned that integrating gamification and social media into fundraising can make it more engaging and rewarding for target audiences; in addition, it benefits nonprofit organizations that may depend on such donations.

The concept of gamification is expected to be a strong element in this study. Gamification is the process of solving problems and engaging users by incorporating game thinking and game mechanics. Today, people can easily engage in a game without time or space limitations by using personal digital media. Subsequently, they become accustomed to mechanisms used in the game. This learning leads them to apply the game's entertainment elements, problem-solving challenges, interactive experience, and customer-loyalty improvement to a non-game context.

Moreover, good game mechanics such as points, levels, challenges, virtual goods, gifting and charity, and leaderboards can help people interact with their basic

human desires; further, it provides elements of covers parts of intrinsic and extrinsic motivation.

Indeed, gamification operates by using such human yearnings and aspirations as social standing and self-concept to give people a feeling of accomplishment. When building social media apps using gamification, designers must pay particular attention to the purpose of gamification. Such apps ought to be made more engaging and rewarding for target audiences by evoking their motivation to participate, using game mechanics to encourage them to help nonprofit organizations.

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## Thesis Statement

According to research conducted by the University of Bristol in England, in the future, there will be a significant decline in charity income due to lack of participation from the youths. The FUNDoggy application will give young people a chance to participate in charity matters by using familiar concepts such as gamification and social media. Finally, this app will help to reduce the generational divide in charitable giving and make it possible for more people to practice the culture of giving.

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## Research



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## Literature Review

The literature review completed for this thesis has been broad-based. The main focus of the research was broken into six categories:

1. Fundraising
2. Gamification
3. Psychology
4. UI/UX design
5. Social media
6. Marketing campaigns

# 1. Fundraising

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## **Fundraising Basics: A Complete Guide**

by Barbara L. Ciconte and Jeanne Gerda Jacob  
Jones & Bartlett Learning 2011

Book

This book is an essential text for anyone raising money, regardless of area. It contains many practical and effective fundraising ideas. The book also looks at how to apply fundraising ideas to business effectively, as well as the use of social networking sites and the Internet. Based on the authors' experiences, this book not only explains how to raise money for nonprofits but will also give inspiration to other fundraisers engaged in similar activities.

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## **Fundraising: Hands-On Tactics for Nonprofit Groups**

by Peter L. Edles  
McGraw-Hill 2005

Book

This book explains how to improve fundraising efforts and how to persuade people to give significant amounts of money to worthy causes. It should be required reading for boards of directors and senior staff of nonprofit organizations when exploring an organization's future in fundraising and understanding its long-term trends. There are many lessons to be learned from the author's fundraising experiences, and I will apply some of these lessons to my project.

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## **Mind the Gap: The Growing Generational Divide in Charitable Giving**

Sarah Smith  
Charities Aid Foundation  
University of Bristol 2012

Scholarly article

This study includes predictions, analysis, and the challenges faced in overcoming the growing generational gap in charitable giving. It provides specific statistics about charitable giving in America, making it an excellent source for my project.

## 2. Gamification

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### **The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition**

by Gabe Zichermann and Joselin Linder  
McGraw Hill Professional 2013

Book

This book explains how techniques gamification can be used by businesses as money-making tools. By showing real-world scenarios as examples, it reviews what works and what doesn't. The book also guides the process of game design while focusing in the design analysis, and creation for game designers. Using this book as a reference is the way to figure out process and details of game design and how social games can be put into my project.

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### **A Project Guide to UX Design: For User Experience Designers in the Field or in the Making**

by Russ Unger and Carolyn Chandler  
New Riders 2009

Book

This book helps to understand how to navigate and meet the needs of the site owner or its users. It provides not only UX design principles, but also the information about latest design trends or web technologies. This book can be a good guide for web design project from a UX perspective.

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### **Gamification in Business and Education: Project of Gamified Course for University Students**

Michal Jakubowski  
*Developments in Business Simulation and Experiential Learning* 2014

Scholarly article

This article illustrates what gamification is and how to successfully apply this concept. It also provides information about building gamified activities and gives an opportunity to check if the theory of gamification is correct. Furthermore, it illustrates an idea about basic human needs through interactive participation that promotes extrinsic and intrinsic motivation, which connected to gamification.

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## **Game Mechanics, Dynamics, and Aesthetics**

**Bohyun Kim**

*Library Technology Reports 2015*

Scholarly article

This research shows how games work by explaining game design elements such as points, badges, levels, leaderboards, challenges, rewards, and so on.

This information helped me to figure out which elements could be effectively used for my thesis project.

### 3. Psychology

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#### **The Stream of Consciousness: Scientific Investigations into the Flow of Human Experience**

by Kenneth S Pope  
Springer Science & Business Media 2013

Book

This book is about emotions, personality, and psychotherapy of human experience. Gamification is deeply connected with human psychology, which is why I need to research it. This book helped me understand human psychology before studying deeply about intrinsic and extrinsic motivation.

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#### **Intrinsic and Extrinsic Motivation**

Steve Reiss  
*Teaching of Psychology* 2012

Scholarly article

This article illustrates two types of motivation theories and provides interesting information about intrinsic and extrinsic motivation. This paper explains the difference between these types of motivation and the author's thoughts and research about them. Because gamification and game mechanics are deeply connected to intrinsic and extrinsic motivation, it helped me improve my understanding of this understudied area of psychology.

## 4. UI/UX Design

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### **Designing Apps for Success: Developing Consistent App Design Practices**

by Matthew David and Chris Murman  
CRC Press 2014

Book

This book provides information on more sophisticated experiences and skills used in mobile application development, responsive web design, and cross-platform development for web and app developers and designers. It is a good guide to the app design process from getting started ideas to exploring technologies that one can use to build an app to how to promote the app.

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### **Don't Make Me Think**

by Steve Krug  
Que Corp 2000

Book

This book is mainly about human–computer interaction and web usability. Krug provides many before and after examples to show how a few changes can enhance a website's usability. The illustrations reinforce the concepts covered, as well as demonstrating how visitors use and read a Web site. This book will help me to design an effective app for my target audiences.

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### **The Practitioner's Guide to User Experience Design: Top Practitioners Share Lessons Learned on the Journey from Beginner to Expert**

by Luke Miller  
Hachette 2015

Luke Miller is a user experience designer and researcher living in Brooklyn. He has great insight into the mind of the user as well as responses that are apt and appropriate. His examples are approachable and incredibly informative. With its real-life examples and reflection on UX practices, this book helps prepare the reader to be a successful designer.

## 5. Social Media

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### **What's Your Personal Social Media Strategy**

Soumitra Dutta

*Harvard Business Review* 2010

Scholarly article

This article explains social media and offers useful examples of successful uses of social media in business. It examines the two spheres of social media activity —personal and professional—from the perspective of the target audience, whether private and public. It also outlines the risks of using social media.

## 6. Marketing Campaigns

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### **The Best Digital Marketing Campaign in the World 2**

by Damian Ryan

Kogan Page Publishers 2014

Scholarly article

This book outlines a diverse and educational range of digital marketing experiences for its readers. It provides 40 well-organized in-depth case studies in digital marketing. It pinpoints main factors that make successful campaigns by showing each campaign's detailed target audience, descriptor, goals, budget, action, results, and lessons. This is a valuable resource in my research to investigate how to make a successful campaign.



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## Fundraising in America

Fundraising research that examined the behavior of some major donors and philanthropists revealed that 1.2% of the America's wealthiest people donate an estimated 28% of charitable contributions in the United States, while at the same time, 7% of the country's population provided an estimation of 50% of all donations to charities.<sup>3</sup> The major donations are usually from particular individuals who make lump-sum charitable donations to those in need. The estimation of donations is defined by what the charity organizations deem as appropriate in terms of their budget size, income of the individuals, and the size of the major donations they receive.<sup>4</sup> Studies on major donors express their findings in terms of wealth of individuals, income, and giving history. New research suggests that as years go by, there will be growth in donations from foundations, followed by donations by estates and corporations. The research outlook provides encouragement to nonprofit organizations, particularly in the education sector, in that such institutions inspire and engage more donors in giving because of their range of unique opportunities. Historically, about one-sixth of all American giving is directed toward education and giving/donations is projected to grow by 6.3% in 2011. This is based on the idea that there is increased interest among donors, especially the wealthy and foundations, in providing funds for higher education and research projects. However, in the year 2008-2009, major donors considered giving funds toward international development rather than focusing on higher education.<sup>5</sup>

One report indicates that the economic factors which may pose a significant effect on charitable donations in the United States may include: personal income for wealthy individuals, a projected rise in the S&P 500 Index, changes in tax policy or

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3 Mary A. O'Herlihy, John J. Havens, and Paul G. Schervish, "Charitable Giving: How Much, By Whom, To What, and How?" in *The Non Profit Sector: A Research Handbook*, ed. Woodrow Powell and Richard Steinberg (New Haven: Yale University Press, 2002), 15.

4 Barbara L. Ciconte and Jeanne Jacob, *Fundraising Basics: A Complete Guide* (Jones & Bartlett Publishers, 2011)

5 Ibid.

significant changes in the world economy; each of these would affect the estimations on giving.

An example of a major effect exhibited on the fundraising or charities made in the United States is the financial crisis experienced in 2008, during which donors possessed fewer funds to donate. This prompted them to change focus to assessing charity foundations' mission and objectives to ensure their effectiveness, making sure that any funds given to these organizations were put to use properly.<sup>6</sup>

A key finding in the recent study of fundraising suggests that about 15 years ago, 75% of those who were rated the richest in the country had inherited their wealth, while 25% gained their wealth through personal achievements. The study further asserted that the donors gave their funds and also involved their families in giving. These philanthropists mostly made donations to institutions for which they had personal affection, especially when the charities helped children suffering from various diseases.

In 2010, a survey of the wealthiest philanthropists in the United States found that respondents gave funds through personal assets and also charity vehicles. The study determined that 22% of the funds were donated to trusts and foundations, 19% to educational programs, 13% to religious institutions, 9% to youth programs, 7% to international aid, and 5% to food programs.

In the United States, philanthropy is described as a defining characteristic of elite persons and not merely an activity that wealth provides for the rich. Philanthropy

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<sup>6</sup> Edles L Peter. *Fundraising: Hands-On Tactics for Nonprofit Groups: Hands-On Tactics for Nonprofit Groups*. (McGraw-Hill, 2005)

in this country is viewed as a social institution that creates a sense of individualism in responding to the provision of help when required by anyone or any situation. This idea is supported by the fact that it operates in a surrounding where individuals do not view the State as the role holder for providing welfare, higher education services, and community assets.

The media makes charitable donations seem good and honorable by talking about the major philanthropy by Warren Buffet, the Gates family and Mark Zuckerberg. The tendency to express donations in terms of money alone is as easy as it sounds; however, many donors do more than simply make money donations, such as providing material aid.<sup>7</sup>

The impact of giving should be put in the spotlight as donations are sometimes purely based on emotional involvement, which may lead to waste of valuable resources or funds on ineffective aid programs. An online survey carried out on a population of 4,000 individuals in 2005 indicated that a high percentage of giving—about 65%—is done without any research. This has prompted many charities to provide information about annual reports, statements, and impact evaluation that show how charity donations are transformed into real progress. This information is also significant in ensuring that donors make strategic gifts.<sup>8</sup>

The capacity to make a donation should always relate to the desire to make such donations. Notably, most studies agree that giving is motivated by a range of factors, including: personal affiliation to charity, faith, upbringing, perceived worth of cause, and social conscience, which provides a sense of well-being.

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<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

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## Animal Charitable Giving

Animal charitable giving is meant to give aid to animals, and the money obtained through such donations helps to provide for the safe housing and maintenance of animals in shelters. Animal charitable giving ensures that all animals and pets have access to vaccination and sterilization. Additionally, such donations help in the creation of awareness through school programs on how to treat animals and partner with organizations to help animals and rescue animals that have been injured.<sup>9</sup> In this way, the animals are assured of a better life, and the pet population is reduced. Without these services, there is a significant risk of overpopulation; it is estimated that each cat with an owner has 0.45 kittens per year, but that homeless cats have an average of 2.9 kittens per year.<sup>10</sup>

In this regard, sterilizing these animals helps to reduce the population to a manageable number. One of the ways we can support these activities is include giving donations to save the animals. For example, \$27 will help sterilize a cat and a dog. Meanwhile, donating \$200 helps to feed all the cats and dogs in a given animal shelter.<sup>11</sup> Charitable giving may also involve accessing the social media pages for different animal shelters and commenting in the general donation box on what animal one wants to support. Additionally, charitable giving includes adopting the animals that one wishes to take care of at one's home.

A 2014 survey found that animal charities do not receive as many donations as human charities. For example, 65% of the donations made in America during 2014 went to children, religion, medical, and overseas charities, whereas only 7% of donations went to animal charities. However, the greatest problem that leads to small donations to animal charities is the vast number of charities representing

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9 Ng, Y. K. (2016). Utilitarianism generalized to include animals. *Animal Sentience: An Interdisciplinary Journal on Animal Feeling*, 1(7), 19.

10 Canadian Federation of Humane Societies (CFHS). *A Comprehensive Report on the Overpopulation Crisis*. 2012: 33.

11 "Hope for the Animals." Mayan Families. 2017. <https://www.mayanfamilies.org/page/animals>

animals, meaning that an individual giver cannot determine the best organization to donate to for efficient giving.

As a result, people may not understand the true plight of animals. For example, 94 million chicken are slaughtered in approximately one month as a source of food in many countries, yet they live sad lives due to overcrowding in sheds. Pigs also suffer from overcrowded holding conditions, which is a violation animal rights. When people donate enough money to animal charities, they can help create awareness of why donations are good, and there will be a comprehensive understanding as to why animals should receive as many donations as human charities.

### **How people support animals**

People should participate in maintaining the function of animal charities because they help to build a network of teams working to improve the life experience and living conditions of animals. Additionally, working in partnership with animal charities helps create awareness about the ownership and protection of animals. With so much cruelty to animals in today's world, every human being has a responsibility to make their lives as comfortable as those of people through affirmative actions. People can give comfort to animals through subscribing to e-mail alerts that advocate for the recognition of all animals by the federal government and the state so that these animals cannot be treated in an inhumane manner.<sup>12</sup> Also, people can give to animals by visiting the pages of animal charities on Facebook, Twitter, and Instagram. The comments and likes on these

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<sup>12</sup> Irvine, L., Kahl, K. N., & Smith, J. M. (2012). Confrontations and donations: Encounters between homeless pet owners and the public. *The Sociological Quarterly*, 53(1), 25-43.

social media networks contribute to the spread of information all over the globe on enhancing the safety of animals. People can also create and support hashtags that help save the animals. Additionally, people should volunteer to fundraise and donate funds that assist in the maintenance of the websites and the pages on social media that support various charitable organizations.

We should all be advocates for animals since the animals cannot demonstrate against those who keep them. As a result, they will help the animal charities through enabling advertisements on the televisions and radio stations on the importance of animal charities and give examples of several charity organizations that people can join. Additionally, by raising awareness of the status of animals, we may help change the conditions in which they live. For instance, the conditions in the pet stores might be changed to minimize puppy mills or neglectful treatment. In the case of chickens, one use their spending choices to help ensure that local grocery stores are not selling eggs from a caged hen but from caged hens but from chickens that have been given freedom within their environment, thereby preventing instances of crowding.

In the matter of raising funds to help the animals, people can find out the different means by which they can engage in supporting animal charities financially. For example, one can sign up for automatic pledges through the credit cards that assist the animals in the donations annually. In this regard, they will contribute to keeping alive the animal charities by ensuring that the employees are well paid and the animals are fed and treated well. One may donate vehicles to charity organizations that help animals to help in the movement of the foundation members to promote healthy relationships between animals and human beings. Additionally, one can ensure that these institutions are recognized at workplaces so that the animals can have enough funds to keep them in the proper environment.

## **Why we should care about animals**

Donating to animals is equivalent to helping people who are homeless, hungry, and sick, and yet many do not think of animal charities when they are planning their charitable giving. According to the Charitable Giving Report from Blackbaud, charities that focus on helping the poor and those who have particular challenges in life, such as diseases, receive \$4 billion annually, whereas animal charities receive at most \$300 million (figure 1-2).

However, people should understand that animals contribute to so much joy in the lives of human beings and are a source of unconditional love for many families, transforming people's lives. The pets in our homes strengthen the bonds we have in our families. It is so sad to watch animals suffer from cruelty from human beings and hostile environments. Pets should not be abandoned during disasters. We should not ignore animals' importance and they deserve to have their rights respected. Animal charities helped to save more than 10,000 pets when Hurricanes Katrina and Rita happened. After they were rescued, the animals continued to put smiles on the faces of different people. Pets contribute to a long and happy life through good health and increasing the activity of their keepers, thereby reducing the chance of high blood pressure. Activities by animal charities can provide essential stress management strategies to depressed children and people living with HIV/AIDS. Additionally, they give therapy to individuals who are deaf through various training and support programs.

In conclusion, whether or not to give should not be a choice between human beings and animals. Animals are valuable and consequential organisms and should be treated with dignity and respect. The choice of which charity to support is a very personal one, but there is no reason why humans and animals cannot coexist—and supporting an animal charity does not mean thinking less of humans or supporting humans less. Rather, we should focus on how humans and animals can benefit each other and how we can enhance the lives of both humans and animals through our charitable giving.



**Figure 1.** 2014 Online giving trends by sector

(Source: Blackbaud, Inc. *Charitable Giving Report: How Nonprofit Fundraising Performed in 2014, 2015*)



Sector	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Arts and Culture	7.8%	6.8%	8.5%	7.0%	6.3%	10.4%	6.6%	8.2%	7.3%	8.0%	5.8%	17.4%
Environment, Animals	7.1%	6.4%	7.8%	7.1%	7.2%	8.2%	8.1%	8.4%	7.5%	8.0%	6.5%	17.8%
Faith-based	5.9%	6.7%	8.0%	7.8%	8.6%	9.2%	7.8%	6.8%	6.9%	7.3%	7.8%	17.0%
Healthcare	8.1%	8.0%	6.4%	6.5%	6.8%	8.3%	10.3%	6.3%	7.3%	7.7%	7.5%	16.7%
Higher Education	6.2%	6.1%	6.2%	7.2%	9.1%	10.9%	8.6%	6.0%	7.1%	8.5%	6.3%	17.7%
Human Services	7.6%	8.0%	8.2%	7.2%	8.2%	8.2%	6.8%	6.4%	7.4%	7.7%	7.7%	16.8%
International Affairs	4.4%	13.0%	9.4%	6.9%	6.3%	8.1%	8.3%	6.9%	5.2%	8.6%	6.9%	16.0%
K-12 Education	6.7%	6.7%	6.5%	7.7%	8.1%	10.7%	5.2%	5.0%	6.8%	7.6%	8.1%	20.9%
Medical Research	9.2%	7.1%	5.2%	6.8%	5.3%	9.2%	7.6%	5.1%	11.0%	8.2%	4.4%	20.8%
Public/Society Benefit	7.8%	6.6%	8.2%	7.8%	8.8%	7.7%	7.8%	7.0%	7.1%	8.8%	7.5%	15.1%
All Sectors	7.0%	7.8%	7.5%	7.2%	7.6%	9.0%	7.9%	6.5%	7.2%	8.0%	7.1%	17.4%

**Figure 2.** 2014 Overall giving distribution by month by sector

(Source: Blackbaud, Inc. *Charitable Giving Report: How Nonprofit Fundraising Performed in 2014*, 2015)

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# Gamification for Fundraising

## **What is gamification and how can we apply it for fundraising applications?**

Gamification is the process of solving different situations or problems by applying game mechanics and game thinking to engage the participants. The application of gamification in this project assists in attracting young donors in attracting young donors to develop and maintain connections to animal charities while implementing marketing techniques. Using gamification in this study enables the design of strategic applications and planning used for fundraising. The gamified application assists in the promotion of nonprofit animal shelters that encourage young people to engage in charitable giving. The use of gamification in the development of a fundraising application assists in problem solving and the development of entertainment elements, interactive experiences, and customer loyalty needed to improve certain services. The majority of fundraising applications developed today assist in interview development based on surveys that recognize various problems. Therefore, gamification contributes to studies on game mechanics that develop strategic application plans used in the formulation of a UX design for fundraising that engages people while drawing attention via reinforcements.<sup>13</sup>

The integration of gamification for fundraising purposes contributes to engagements that reward various people. The concept of using gamification for fundraising purposes needs to focus on the relevant audiences to allow for the creation of profits and benefits that directly affect nonprofit organizations.

The process attracts people together to participate in various activities, such as donating to help and develop nonprofit initiatives like animal shelters.

The application of gamification processes has allowed

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<sup>13</sup> Unger, R., & Chandler, C. (2012). *A Project Guide to UX Design: For user experience designers in the field or the making*. Berkeley, New Riders.

people from different regions to join in solving some of society's most complex issues. Different people participate in activities by sacrificing time and resources without the limitation of space by using personal digital media. The use of personal digital media provides the platform for the application and mechanisms of games that attract people to contribute to nonprofit organizations.<sup>14</sup>

The use of game mechanics in fundraising activities can have a significant effect on bringing people together to raise funds effectively. In addition, the use of gamification assists in solving certain societal problems by promoting interactive development through experiences and customer loyalty, improving the experience of fundraising events and bringing people together.

The application of good games mechanics such as challenges, gifting, leaderboards, and virtual goods promotion can draw people into participating in a fundraising exercise that assists in connecting them to accomplish certain tasks. A gamified mobile application, in this case, allows for solving basic human needs through the interactive participation of persons to achieve extrinsic and intrinsic motivation.<sup>15</sup> The application allows various people to engage with the project while targeting audiences and helping people develop benefits through nonprofit organizations. Therefore, gamification applications aim at the relevant audiences who can help create an environment that contributes to successful fundraising.

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<sup>14</sup> Ibid.

<sup>15</sup> Jakubowski, M. (2014). Gamification in Business and Education Project of Gamified Course for University Students. *Developments in Business Simulation and Experiential Learning*, 41.

## **Gamification by design**

The gamification of design incorporates the development of tactics and design strategies that integrate game mechanics into consumer-facing mobile applications with an active mode, which attracts people. The gamification creates application which incorporates challenges using designs strategically developed to attract people and encourage an active participation that allows for a fundraising opportunity.<sup>16</sup> Designing for gamification gives an opportunity for developers to understand the behavior of individuals through mechanics and personal interaction. People's participation motivates and accelerates the development of games through repeating and extending concepts in varied fields.

The mechanics developed as part of a mobile application through gamification give an opportunity to create games using tactics that create strategic designs, which people to participate in various activities such as fundraising. In this research, the use of a mobile application with gamification made it possible to attract people into participating in fundraising for a nonprofit organization working to develop an animal shelter. Unger and Chandler (2012) argue that mobile application design consists of numerous design strategies with various tactics that challenges the participants to complete goals through the gamification process. The tactics tend to attract more people who eventually participate in fundraising for the construction of an animal shelter through a nonprofit organization for the benefit of the community.

The final application developed using principles of gamification employs gaming codes that attract people using familiar concepts. The familiar concepts enable

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<sup>16</sup> Ibid.

the development of various tactics in gaming, which connect to a complex system that enables the development of activities. The different activities attract people into a game and engage them in contributing to a collection of significant, relevant assemblage of individuals who can contribute to an effective fundraising effort.<sup>17</sup>

The process of understanding various game thinking processes and game mechanics allows for the creation of engaged systems, which gives an opportunity to solve different problems through participatory involvement.

Solving of the problems involves fundraising exercises facilitated through gamification and gaming tactics by actively engaging different people.

Gamification also gives an opportunity to energize businesses through the application of social media using mobile applications.<sup>18</sup> The techniques used in social games bring businesses together and can function as money-making tools.

The mobile application guides various processes in the development of a game design application that focuses on design analysis and the creation of systems for game designs. Therefore, the development of a strategic design incorporates the use of various games that give people thinking exercises for completing the tasks successfully through a mobile application. The use of gamification in bringing people together through tactical gaming developments allows for fundraising improvements, which enable the development of an animal shelter by a nonprofit organization.

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<sup>17</sup> Ibid.

<sup>18</sup> Ibid.

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# The Psychology of Gamification

## Relationship between gamification and human desires

How does gamification operate? This is one of the questions that linger in the minds of people who are using the gamification technique for the first time in a bid to engage their stakeholders. For the purpose of this research, an adequate understanding of the gamification dynamics is critical to understanding how to effectively apply the technique and keep potential donors engaged.

Games yield something for individuals that they may not acquire from physical life situations. Individuals seek meaningful jobs and jobs that have a clear goal. Individuals also desire to master a skill, enhance their competencies, and get appreciated for their determination. In many cases, people do not obtain these things from their physical environment. To bridge this void, games can be leveraged to make individuals feel that they can achieve their dreams.<sup>19</sup> Indeed, gamification operates by using these human yearnings and aspirations such as social standing, and self-concept to give people a feeling of accomplishment.

Using gamification techniques to leverage human desires is linked to a key psychological theory called the flow theory. According to the flow theory, people feel the best not when they are challenged or over-challenged, but when they are at the ideal midpoint where these challenges meet an individual's capacity to overcome them.<sup>20</sup> When people are challenged, they become interested. On the other hand, when over-challenged, they usually get discouraged or worried. But when an individual is at the ideal midpoint, there is a sense of accomplishment when they see that they have the capacity to expertly tackle the

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<sup>19</sup> Linder, G., & Zichermann J. (2013). *The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition*. McGraw Hill Professional.

<sup>20</sup> Pope, K. (Ed.). (2013). *The Stream of Consciousness: Scientific Investigations into the Flow of Human Experience*. Springer Science & Business Media.

challenges that bedevil them. Gamification works to tap into this sense of achievement by presenting scenarios in which people are able to meet their challenges head-on and emerge victorious.

Whether a for-profit group or a nonprofit entity, there are three gamification techniques that an organization should be aware of when using this method. One such technique is dynamics. Dynamics allude to time-based outlines grounded in mental incentives. They include bonuses, social standing, and rivalry. The second technique is mechanics. This term refers to paradigms planned to stimulate the gamification process. Mechanics include grades and objectives. The last technique is aesthetics. Aesthetics involve the general proficiency that produces psychological engagement and eventually provokes the right reaction, resolve, drive, and determination.<sup>21</sup> Aesthetics include aspects such as delight, resentment, fulfillment, and pleasure.

The above gamification techniques are always the point of focus when it comes to directing and appealing to a third party—in this case, the donor who makes contributions to the animal shelter. However, as a caveat, it is always important to note that employing these techniques can be full of risks, and therefore they must be applied in a way that is suitable, appealing, and pertinent to a product or service.

## **How gamification is connected to motivation**

Broadly speaking, motivation has two dimensions: intrinsic and extrinsic. Extrinsic motivation entails people getting involved in a specific activity for its

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<sup>21</sup> Kim, B. (2015). Game mechanics, dynamics, and aesthetics. *Library Technology Reports*, 51(2), 17.






















external incentives, such as money, approval, or any other substantive reward. When individuals are extrinsically motivated, it is not the activity that they enjoy pursuing, but its consequence. In the charity industry, this means that donors do not actually relish their act of giving, but are incentivized to persist in doing so in an effort to get social recognition for their benevolent deeds.

On the other hand, intrinsic motivation alludes to the internal drive that individuals possess for getting involved in a worthy cause. This internal drive may be born of an individual's enjoyment of whatever they do. Thus, when individuals are intrinsically motivated, they are said to have a sincere craving for whatever they do and enjoy it immensely. To provide intrinsic motivation, gamification incentivizes individuals through badges, prizes, grades, and tasks. The aforementioned extrinsic motivators found in gamification have led many to consider the technique to be extrinsically oriented, with no bearing on the intrinsic motivation of participants. However, it is important to call attention to the fact that intrinsic and extrinsic motivation factors are not polar inverses, but rather complements of each other.<sup>22</sup> This means that for gamification to produce a desire inside people to attain, of attaining some external reward it must have initially aroused an intrinsic yearning. In this respect, it becomes true that gamification caters to both the intrinsic and extrinsic motivators of individuals.

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<sup>22</sup> Reiss, S. (2012). Intrinsic and extrinsic motivation. *Teaching of Psychology*, 39(2),152-156.



Game Mechanics	Human Desires					
	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leaderboards						
Gifting & Charity						

**Figure 3.** Game mechanics and human desires

(Source: Bunchball, Inc. *Gamification 101: An introduction to the use of game dynamics to influence behavior*, 2010)

## The case against gamification

As much as the benefits of gamification have been promoted, there is a need to appreciate the fact that the technique has its limitations. One such limitation is that gamification is not effective in supporting non-current objectives. Additionally, when it comes to gamification, the environment is equally important. That is, there is little evidence, if any, which suggests that gamification has the ability to incentivize an individual to do something that they do not desire to do in the first place. In the end, the question that comes to mind is whether gamification is really as valuable as has been claimed. The response to such a question is that entities and individuals using gamification should do so fully conscious of its shortcomings. It is through such an initiative that they will reap the benefits that the technique has to offer while minimizing its drawbacks.

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# Social Network UI/UX Design

## How to design a social media

Social media has become increasingly essential as a worldwide information space; more than a billion people worldwide use some form of social media. It is credited with transforming the manner in which we interact with other people in both our social and work lives. Most people visit their social media networks many more times than they check their personal e-mail accounts in a day.

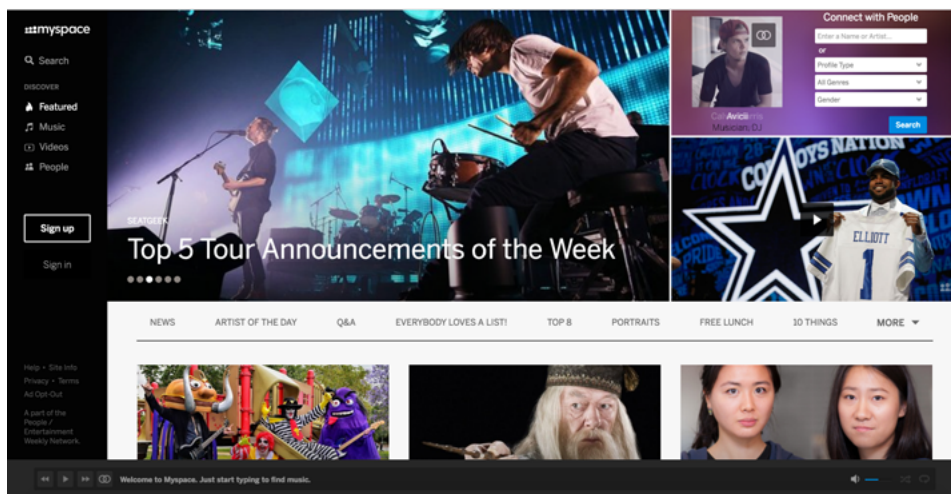
There have been many studies on social media, most of which examine how companies are able to gain from it and how to engage potential as well as current users in this space. However, there have been few studies on the significance of how the social media experience is designed and the effect that a particular design might have on how the platform will be used.<sup>23</sup> Due to the common use of social media platforms for marketing purposes by businesses, most studies focus on this aspect. Social media design and designers have been inadequately represented in the vast literature on this topic. The current research will focus on explaining how to design a social media platform and the advantages that come with each aspect of the design.

Most people consider social media to be the purview of marketing campaigns.<sup>24</sup> The people who design social media have a different perspective of what it is. It is their responsibility to design and build these applications as best as they can. For these individuals to come up with the best design, they need to know the user experience that is provided by some of the extant social networks, including Facebook, Twitter, and LinkedIn. Because social media networks are primarily dependent on user experiences, their designers can be considered to be

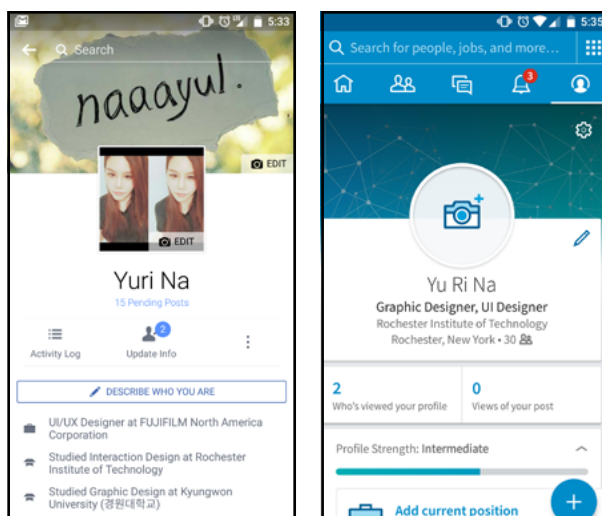
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23 Gancho, S., Cooper, R., & Evans, M. (2013). *The impact of Design in Social Media Today*  
24 Boag, P. (2012, June 4). Social Media Is Part of the User Experience. *Smashing Magazine*. Retrieved from <https://www.smashingmagazine.com/2012/06/social-media-is-a-part-of-the-user-experience/>

user experience designers.<sup>25</sup> A good social network would attract more people, which would mean its design was excellent. It is also important to note that in social network design, it is crucial for the designer to be aware of the approach the social network is supposed to take. Some social networks such as LinkedIn take a more professional approach, whereas others such as MySpace are more informal. Still other social networks such as Facebook have a mixture of both personalization and professionalism.<sup>26</sup>



**Figure 4.**  
Screenshot from Myspace.  
(Source: Myspace,  
www.myspace.com, 2016)



**Figure 5 (Left).**  
Screenshot from Facebook  
mobile app.  
(Source: Facebook, www.facebook.  
com, 2016)

**Figure 6 (Right).**  
Screenshot from LinkedIn  
mobile app.  
(Source: LinkedIn, www.linkedin.  
com, 2016)

<sup>25</sup> Ibid.  
<sup>26</sup> Ibid.

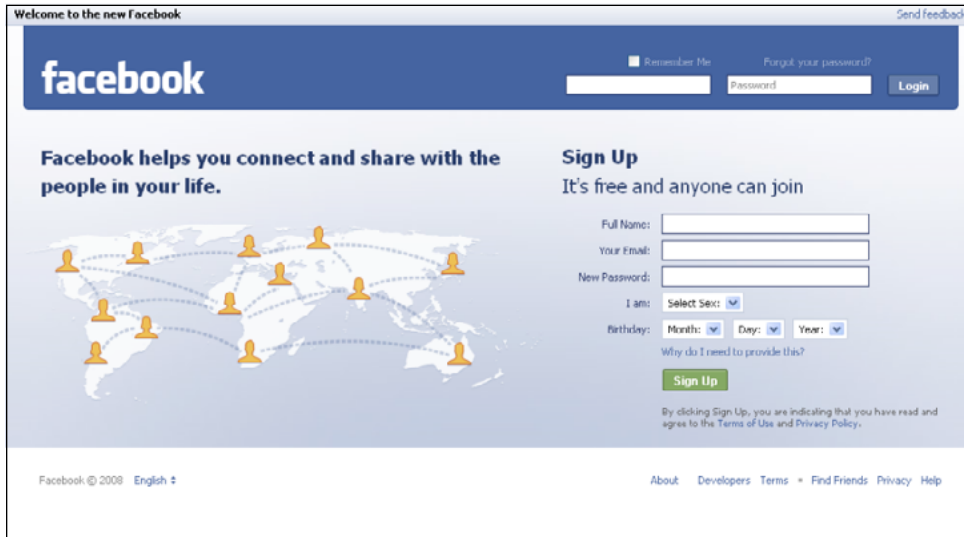
There are several factors/elements that a designer should consider in the design of a social network. But most importantly, these elements must ensure that the users are comfortable and enjoy using the social media platform. The factors that should be focused upon when designing a social media network include: how it engages users, how it allows users to express themselves, how dynamic it is, how it allows grouping of friends, how it allows use across various platforms, how it facilitates communication, how it shows relevant information, how it makes it easier for users to complete actions, how it includes ways for users to connect with each other, and how it shows avatar pictures. All these elements are focused on improving user experience, which is the primary concern for designers. Each of these elements of a good design will be discussed in detail in this thesis.

### **How to engage users quickly**

The way that a website engages a user the first time he or she opens a website is very crucial. The design should be such that it ensures users' attention is drawn to the website.<sup>27</sup> There should also be mechanisms that ensure these users are encouraged to spend more time checking out that social media website. The first step is to make sure that new users are made aware of what the website is all about as soon as they open the page. Most people cannot be bothered to find out what a website is about if they cannot easily get this information from just glancing at its homepage. The social media designer should consider using elements such a simple tag line, a good title, or captivating graphics. Facebook has made excellent use of these design principles on its homepage.

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27 Chapman C. (2009, July 13). Social Network Design: Examples and Best Practices. *Smashing magazine*. Retrieved from <https://www.smashingmagazine.com/2009/07/social-network-design-examples-and-best-practices/>



**Figure 7.**  
Screenshot from Facebook.  
(Source: Facebook,  
www.facebook.com, 2016)

Another way to ensure that the social website engages its users is by giving them some tasks to carry out. The most commonly used task is signing up or logging in.<sup>28</sup> However, an excellent design should also have other features such as a tour of the site. This offers users a chance to learn what the social network is all about. The design may also include some activities by friends of the users on a main page. This is a key strategy for capturing users' attention. Most social media sites do this by providing a news feed page. The design should also allow users to easily find people they know. A social media platform is meant to be a place where an individual is able to interact with many people. Therefore, it would be a failure if a user is not able to easily find friends. The site should offer a feature that allows a user to search for friends using identifying aspects such as e-mail addresses, company, school, and individual names. It is common knowledge that if a user has more friends on a site, he or she will be more active.

<sup>28</sup> Ibid.

## **Allowing users to easily express themselves**

Some social media platforms such as MySpace allow users to fully regulate the contents of their profiles. Other social media such as Facebook restrict the way the profile page is designed but allow users to choose the contents they prefer.<sup>29</sup> It is preferable to create a design that allows users some degree of control over how their profiles appear. Users can use this feature to make their profiles reflect their personality. Simple design aspects such as background colors or themes appeal to different individuals and users tend to appreciate such customization features. The design should also incorporate some functions such as virtual goods or avatar that allow users to express themselves.

## **Being dynamic and only showing relevant information**

Any advanced, modern social media site should ensure dynamism. This is the essence of Web 2.0 websites.<sup>30</sup> The site's content should continuously change, with new information and content being displayed in the news feed and profile pages. This is a strategy that ensures users frequently check the social network as they get new content all the time. The design should also use a real-time news feed feature. The design should focus on giving users necessary information. Today's social media sites are full of information being shared and the system should limit the amount of irrelevant information being shared. The information that the site offers users should be simple and easily understood. Another feature that the social site design should consider is giving users the capability to filter

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<sup>29</sup> Ibid.

<sup>30</sup> Andersen, P. (2007). *What is Web 2.0?: ideas, technologies and implications for education* (Vol. 1, No. 1, pp. 1-64). Bristol: JISC.

information from different groups, users, or applications. This would be useful for allowing users to see information that they want.

## **Allow grouping of friends**

When a user has a large number of friends, it creates a need to group them so as to differentiate between work, school, close, and casual friends as well as family members. This would make it easy for a user to filter updates to these different groups and view the information that he or she prefers. A good design would offer users the ability to make their own groups. Different people would want to have their own particular way of arranging friends.<sup>31</sup> A good design may also have a feature that enables the automatic creation of groups. The social network may be able to do this by classifying friends according to the applications that they use or grouping friends who are in the same social group on the network or those that have common friends.

## **Ease of communication**

The basic function of social media is to allow communication between people.<sup>32</sup>

Designers should therefore focus on communication in the design process.

The design should provide the means to utilize different means of communication.

These various means include private and public messages or simple comments to

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31 Chapman C. (2009, July 13). Social Network Design: Examples and Best Practices. *Smashing magazine*. Retrieved from <https://www.smashingmagazine.com/2009/07/social-network-design-examples-and-best-practices/>

32 Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.No. 1, pp. 1-64). Bristol: JISC.

posts by other users. A good design should include at least these different ways of communication.

The design should also ensure that it is easy for users to communicate with each other. Methods of fostering these communications include commenting and threaded messages. It should be easy to involve other people in these conversations, making the network more dynamic.

Other elements to consider are how easy it is for users to perform tasks such as joining new groups, posting updates, inviting friends, or starting a conversation. The design should also make it easy for users to find information and take actions within the social media.<sup>33</sup> Almost all social media have features that allow users to upload their photos and use them as profile pictures. This is crucial, as other users will be able to identify an individual simply by looking at his or her profile photo. The users are able to see the activities of their friends if their pictures are used next to applications they are using or messages they have posted.

## Conclusion

The task of designing a social media platform can be a daunting one. Designers bring creativity and empathy to social challenges and should be given credit for their good work. This research has shown that focusing on user requirements can ensure good design when creating a social network. The research has outlined several factors that should be taken into account by designers when creating any platform social media. These are just general guidelines, but they are applicable to my project.

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<sup>33</sup> Dutta, S. (2010). What's your personal social media strategy. *Harvard business review*, 88(11), 127-130.



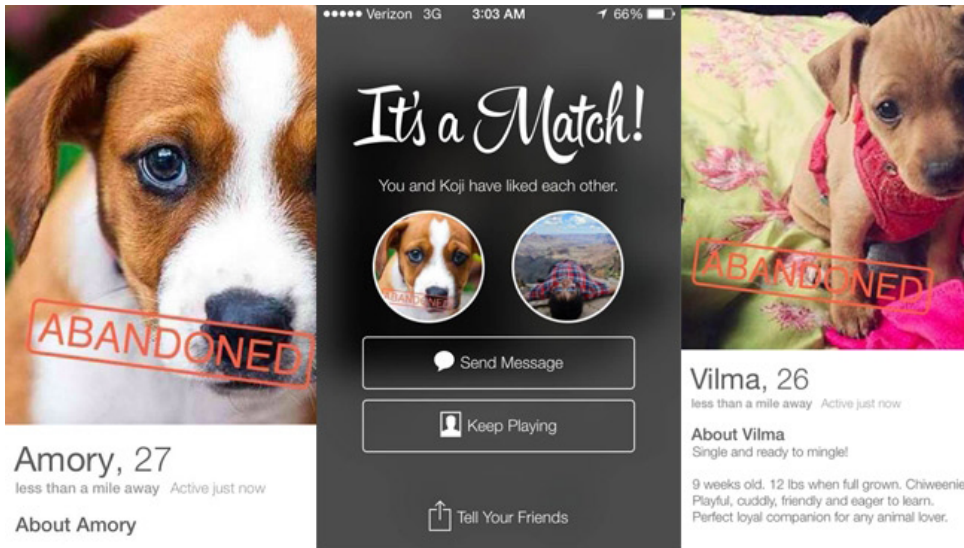
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## Creative Campaigns for Shelter Pets

This section briefly describes several effective, creative outreach campaigns conducted in the animal shelter and welfare space. Many campaigns helped the process to be more viral or created a significant impact on finding homes for shelter pets. There was a significant desire noted to help pets found on the streets and to improve the care for abandoned pets. These campaigns enhanced and sped up the availability of shelter homes for the pets.

### Puppy love on Tinder

The first campaign of note is a Tinder effort called “Puppy Love.” This campaign that synthesized the need for instilling discipline of rearing and adopting pets. The process was initiated by a New York-based company linked to animal welfare groups known as SocialTees Animal Rescue. The administrators in the organization took photos and opened accounts for rescued pets on the social dating application that is meant for humans only. The experience was a powerful one, and the outcome was not what was intended. The campaign was targeted at all users of the application, which was set up to allow people to connect and find their soul mates. Lately, social media has become an excellent tool for passing information, and it has brought a realization that most people today own devices that they use to access the Internet. It worked for the company and after posting around 10 photos of dogs, the outcome was of 2,700 matches. It was illuminating to discover what the social media can do in our everyday lives. If finding the right human partner through Tinder is possible, then finding the right partner for the dogs is also within the realm of possibility. This campaign also pointed out that animal shelters use the Internet and social media platforms in their outreach programs.



**Figure 8.**

Puppy Love on Tinder mobile app.

(Source: Adweek, [www.adweek.com/news/technology/these-daters-tinder-are-real-dogs-159270](http://www.adweek.com/news/technology/these-daters-tinder-are-real-dogs-159270), 2016)

## IKEA Home for Hope

Pets are an important aspect of a household, and most people should be encouraged to have pets in their homes. This was the mindset used by the Singapore branch of the Swedish home store IKEA when determining how to find homes for pets. The target audience was homeowners living in Singapore. The company also focused on drawing the attention of technologically savvy people to the changes going on around them.

The campaign was done in collaboration with the Home for Hope Company, which takes care of pets whenever they have been abandoned. The campaign involved making cardboard cutout portraits of 26 dogs that were displayed at IKEA's various Singapore business locations for maximum attention from the public. The company also integrated technology with this low-tech approach to help reach a broader audience.

The charity used barcodes on the cardboard cutouts of each dog. The barcode gave potential pet owners the opportunity to go online and check the qualities of the different dogs that they could adopt as pets. Information on the online platform was about the dog's age, color, number of teeth, and the general features and characteristics of that dog.

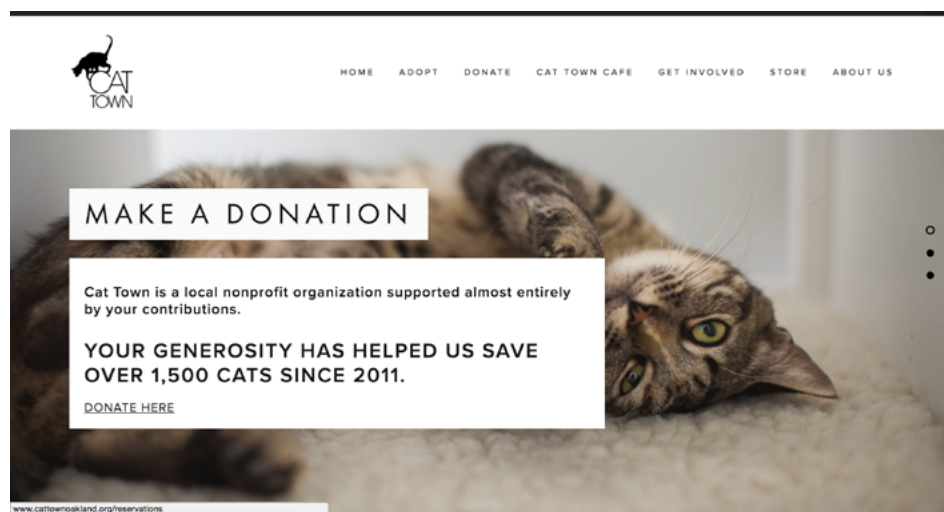
The campaign garnered considerable attention, and many of people later opted to shelter the pets and provide a home for them. The most element of this campaign that most encouraged people to adopt a shelter dog was the fact that the cardboard arrangements gave the impression that the pets were in a real home. Different customers were motivated to physically have that experience in their own home. The campaign was fruitful, and the company received considerable recognition for its work. It is important to set up a campaign that affects the way people feel and react toward a given advertisement or idea.



**Figure 9.**  
Screenshot from Home for Hope.  
(Source: Home for Hope,  
homeforhope.sg, 2016)

## Cat Town Café in California

Another campaign designed to find homes for shelter pets was spurred by the idea of coming into contact with a cat while drinking your coffee. Most cafés receive a daily influx of customers, and this creates a broad market that can be utilized to lure the customers into wanting to adopt shelter pets. This campaign was sparked by Cat Café in Oakland, California. The campaign's concept is that people who come to the café can interact with the cats who wander the shop. The café always hosts anywhere from 6 to 20 cats so that they can find the right customer to adopt them. Customers are allowed to book the ability to interact with the cats by donating \$10 to the cause. The amount is a sign of gratitude and appreciation for the café, and it goes toward establishing a home for the cats that have not yet been adopted. The concept has been successful since its inception, and it has been able to find homes for more than 600 cats. This is a clear sign that the use of public relations methods can achieve the goals that some people view as unattainable.



**Figure 10.**  
Screenshot from Cat Town  
Oakland.  
(Source: Cat Town Oakland,  
[www.cattownoakland.org](http://www.cattownoakland.org), 2016)

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## Defining Target Audience

In order to create a strong and effective fundraising application, it is necessary to understand and interpret the target audience's culture. The primary target audience for my research and design is mainly adults between the ages of 18 and 28. However, anyone interested in animal welfare or adopting a shelter dogs and anyone who loves dogs are also included in the target audience. Most of the individuals in this demographic don't have much disposable income and have opted to use their money for entertainment and leisure activities. However, they may be conscientious about creating a better world and think about giving to others.

They usually use social networking websites with their personal devices and frequently share their content with others. Without conscious realization, they become familiar with various game mechanics through the use of various mobile applications on their personal devices. They also used to socializing and expressing themselves. They may be attracted by something that has interesting game mechanics such as leaderboards, community, gifting and charity functions, virtual goods, level, and collections. These game mechanics make a connection between the user and the FUNDoggy application through triggering basic human emotions like competition, achievement, cooperation, socialization, and self-expression. Finally, the target audience will be strongly enticed by the application, which can allow them to help shelter dogs in simple ways with small amounts of money.



### BACKGROUND

AGE	34
STATUS	Married. 1 Child
OCCUPATION	Editor
LOCATION	Rochester, NY
PERSONAL DEVICES	iPhone iPad (for her Child)

### GOALS / NEEDS

- She wants to find an easy donation method to use with her child.
- She wants to find new and interesting donation methods.
- She wants to keep tracking her charitable giving history and accomplish goals.
- She wants to check updated information about animals in shelters and wants to provide some help for them.
- She wants participate in specific fundraising for a local animal shelter.

### Figure 11. Persona A

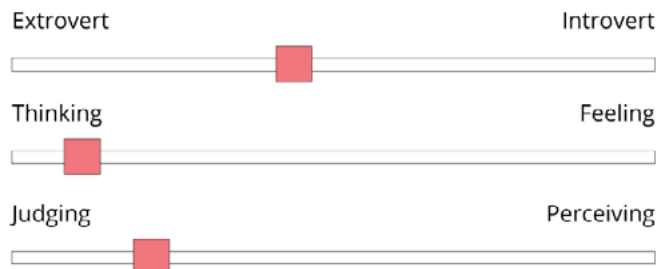
(Image Source: Unsplash, [www.unsplash.com](http://www.unsplash.com), 2016)

## PERSONA A

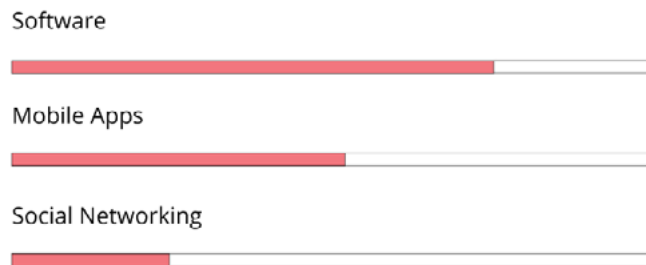
"I want to show my kid how to love animals."

## Isabella Anderson

### PERSONALITY



### TECHNOLOGY



### INFORMATION

Isabella is a huge dog lover who is really interested in animal welfare. She donates money to nonprofit animal shelters every month. Sometimes she volunteers at a local animal shelter with her daughter, Lisa. She has participated in lots of different outdoor fundraising events as well. Recently she has been busy with work, so she doesn't have time to help animals. Now, she is looking for another new way to help shelter dogs and wants to show how to help them to her child. She is 34 years old and lives in Rochester, New York. She is a editor and wants to show her child how to help them.





### BACKGROUND

AGE	21
STATUS	Single
OCCUPATION	Student
LOCATION	Superior, CO
PERSONAL DEVICES	Smartphone (Android)

### GOALS / NEEDS

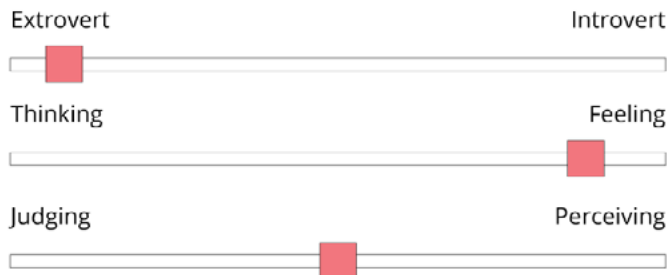
- He enjoys winning and being first on the leaderboard.
- He plays social games when he is bored and likes to challenge friends.
- He wants to find more meaningful things to do while using digital devices.
- He wants to share his meaningful work on his social media.
- He has an interest in animal welfare, but he doesn't know how or where to start helping animals.

## PERSONA B

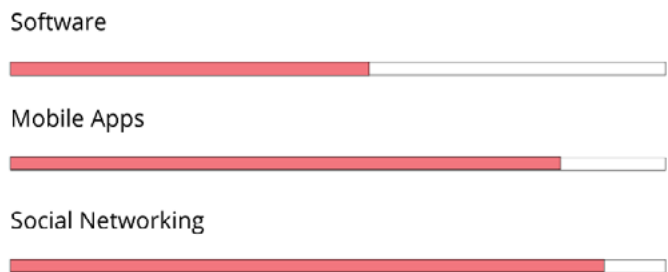
"Crazy about social media."

### Greg Walters

#### PERSONALITY



#### TECHNOLOGY



#### INFORMATION

Greg is 21 years old and lives in Superior, Colorado. He is a student student at Indiana University. Greg is an active and extroverted person who likes to play social games with friends. He is always online on Facebook and WhatsApp. He checks his Facebook, Twitter, and Instagram all the time. Because he is a student, he doesn't have any income. He gets a small amount of money from his parents every month and he usually spends money for entertainment. He really loves dogs but he does not have any pets. He sometimes participates in social campaign to share it with his friends. He has an interest in donating to animals,

**Figure 12.** Persona B  
(Image Source: Unsplash, [www.unsplash.com](http://www.unsplash.com), 2016)



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## Goals and Objectives

The ultimate goals and objectives of this project are based upon research and interviews with the fundraising manager at the Lollypop Farm animal shelter and the target audiences.

- Evolve fundraising methods to utilize new technology and user interaction methodologies
- Attract young people with something different than just donating
- Emphasize the importance of charitable giving
- Attract those under 30 to become interested in donating by implementing a new paradigm that applies gamification and social network services
- Create an effective way of attracting donors and maintaining a continuous connection with them
- Allow people to track where their money goes and how their money helps shelter dogs, letting them see how the dogs' lives change
- Find a best design solution to attract people to download the app
- Use game mechanics that can help to interact with basic human desires and give motivation for completing an action
- Discover and apply effective game mechanics that are appropriate to fundraising
- Develop an understanding of social network services and create a strategic application plan for a new fundraising mobile application, specifically for nonprofit animal shelters, in order to encourage young people to engage in charitable giving
- Suggest solutions and ideas for an improved UX design for a fundraising application that can entice the target audience and keep their attention

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## Design Process

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## Design Methodology

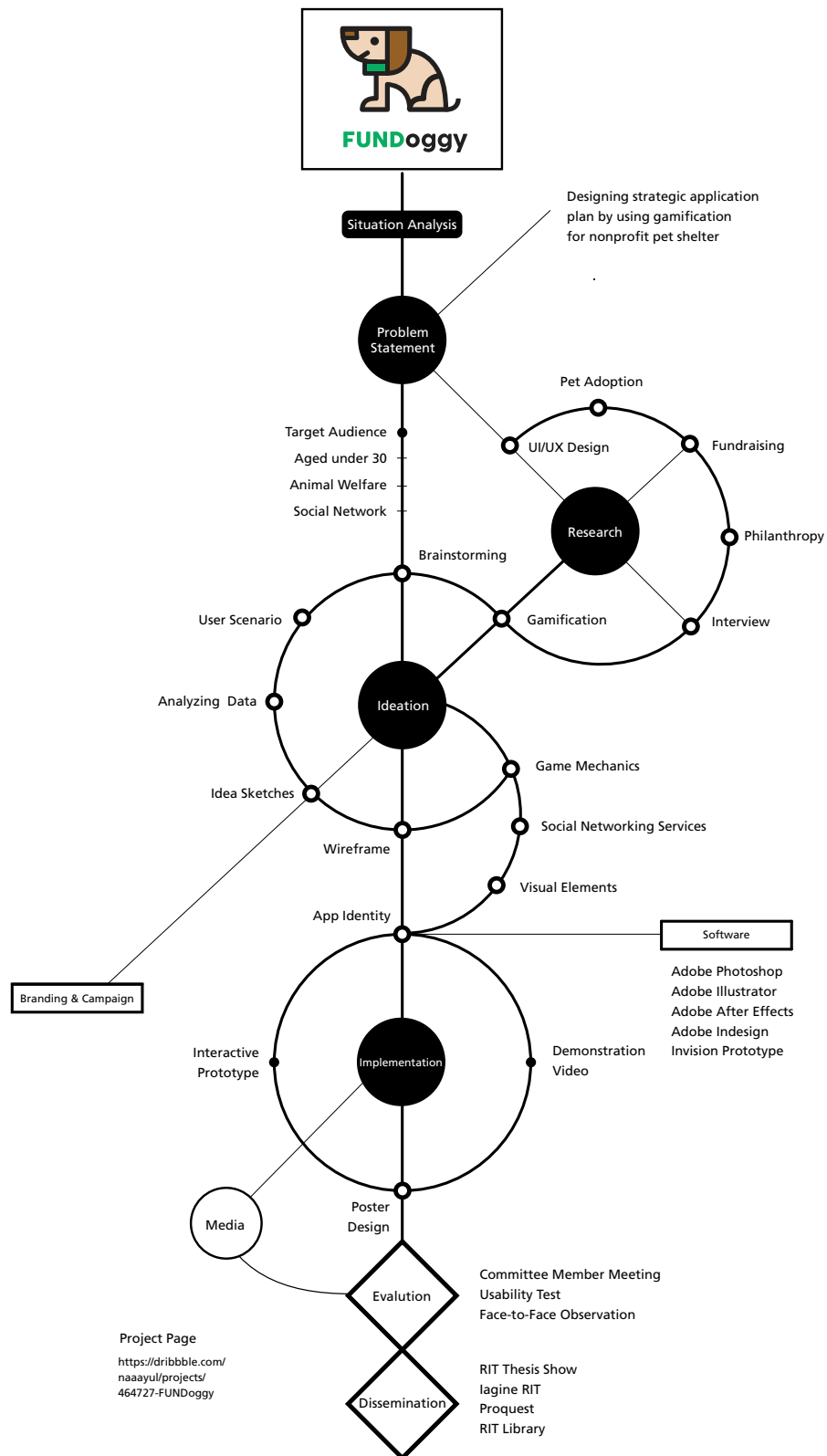
Figure 13 shows a complete FUNDoggy methodology. The concept has been changed from a game to gamification, from a blog to social network services, and from a tablet to a smartphone. These changes were influenced by interviews with users and with the fundraising manager at Lollypop Farm, Humane Society of Greater Rochester. Moreover, extensive research was conducted to develop the FUNDoggy concept.

The goal of the FUNDoggy application is making people have fun in the fundraising process and enjoy doing charitable giving. Each person can help shelter dogs with a small amount of money while engaging in simple and easy interactions. There are several effective functions that can help people to easily engage within this application. A virtual adopting system will give responsibility to the user by becoming a virtual parent of a specific shelter dog. Users also can keep tracking their dog's well-being by checking the dog's posts. Finally, users can participate in specific fundraising activities and reach a group with people all over the world.

Adobe Illustrator was primarily used to develop all visual elements of the application, while Adobe After Effects was used for the UI animation.

The final outcome of the FUNDoggy app is an interactive prototype.

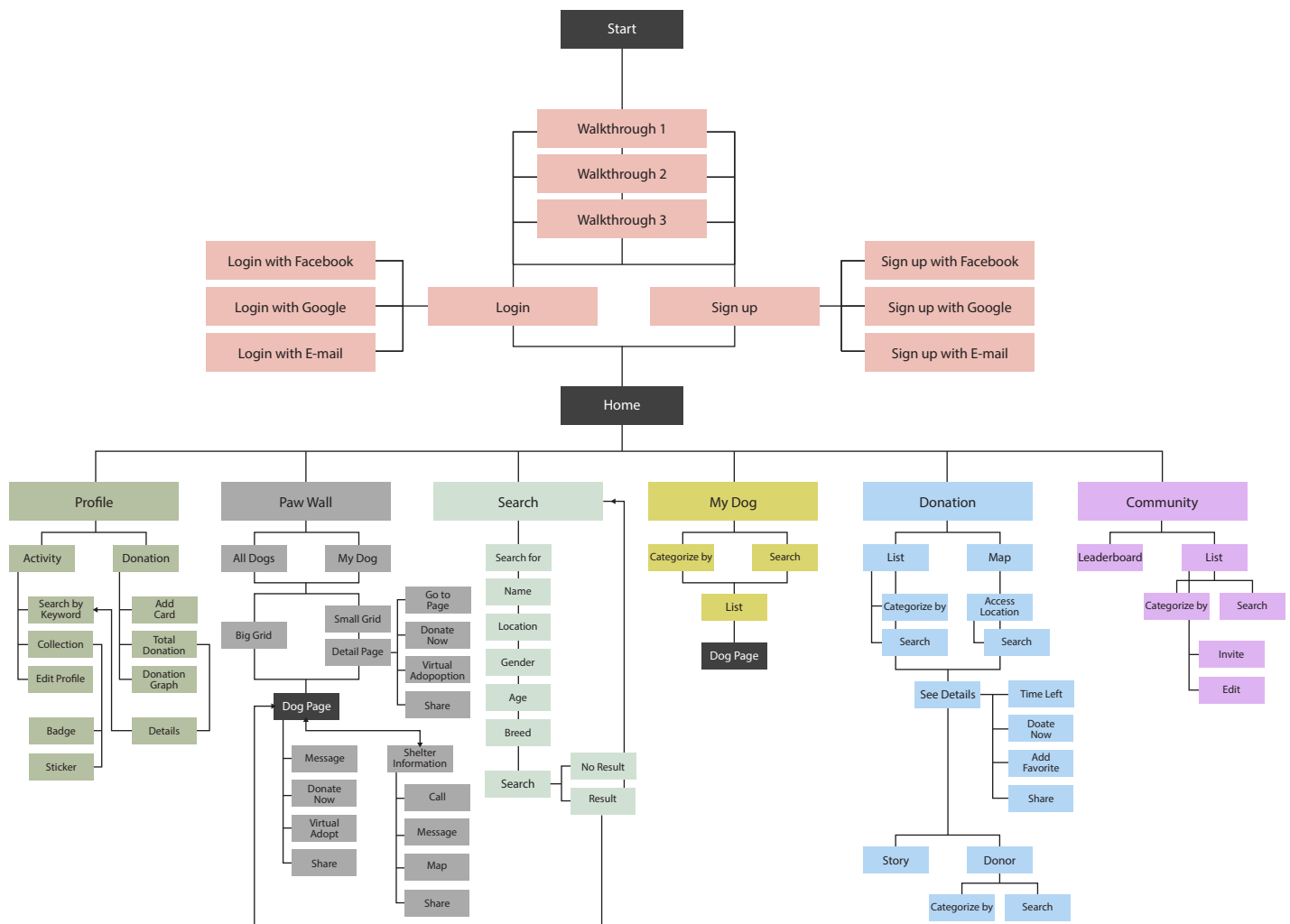
Moreover, a four-minute demonstration video will help to detail the application's interactions and transitions.



**Figure 13.**  
Methodology Diagram

# Flowchart

The flowchart for FUNDoggy (Figure 14) was developed when the target device was changed from tablet to smartphone. This chart visually presents the entire work flow of FUNDoggy. Each content element is categorized by a different color.

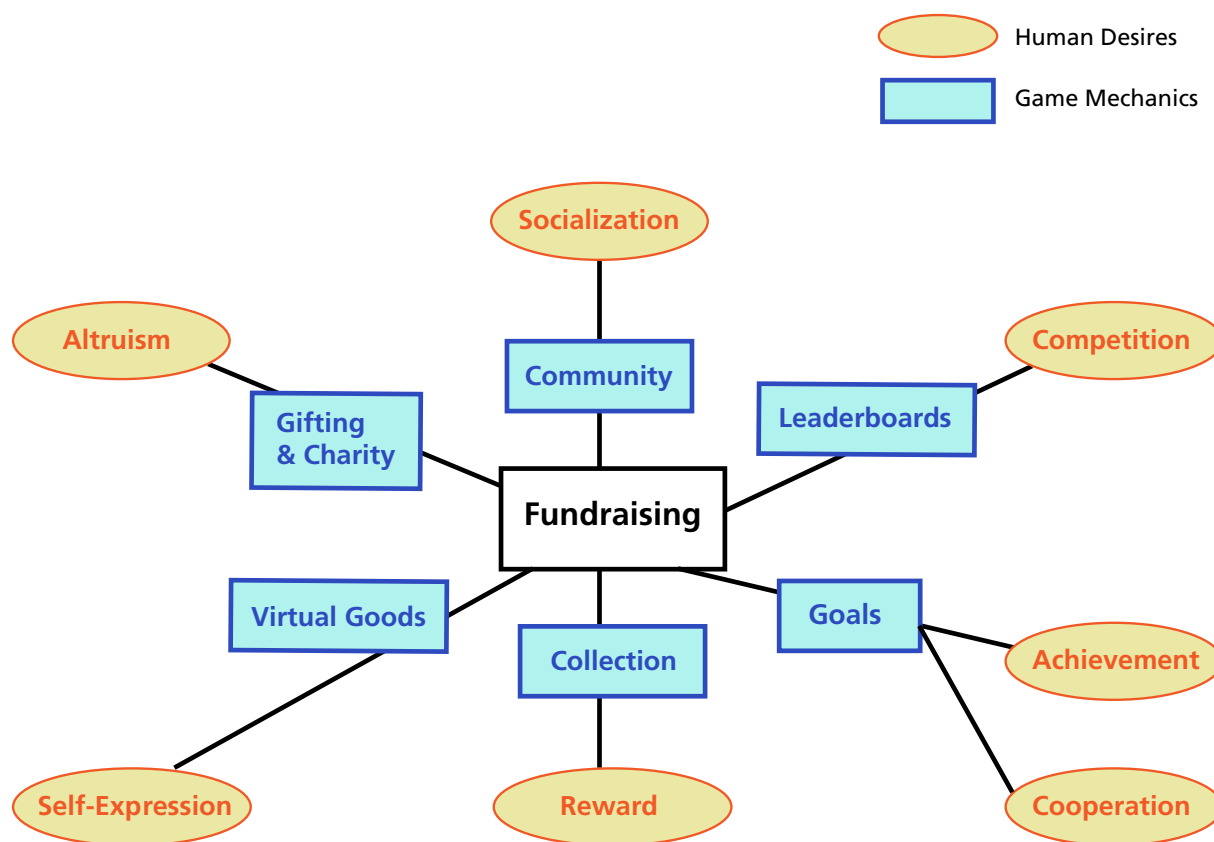


**Figure 14.** Flow Chart

---

## Design Ideation

First of all, the most important element in the FUNDoggy design was finding a simple and easy way to attract young donors. After collecting information from various sources, game mechanics, which is a familiar concept for the younger generation, came up as a key solution to this project. Figure 15 was created while exploring the most effective functions that could be used in the FUNDoggy app. These contents are deeply related to game mechanics, which is connected to basic human desires. To entice people more effectively, it was necessary to seek ways to combine these contents with social networking services. Also, it was important to create an environment that engages people enough for them to want to consistently access the FUNDoggy application.



**Figure15.** Contents Idea Diagram

# Idea Sketches and Notes

Notes and sketches (Figure 16) have been made throughout the whole design process to support the thinking process. They helped develop abstract ideas into specific concepts. Visual style, icons, layout, work flow, contents, and all user interfaces interface in the app were explored through these sketches and notes.

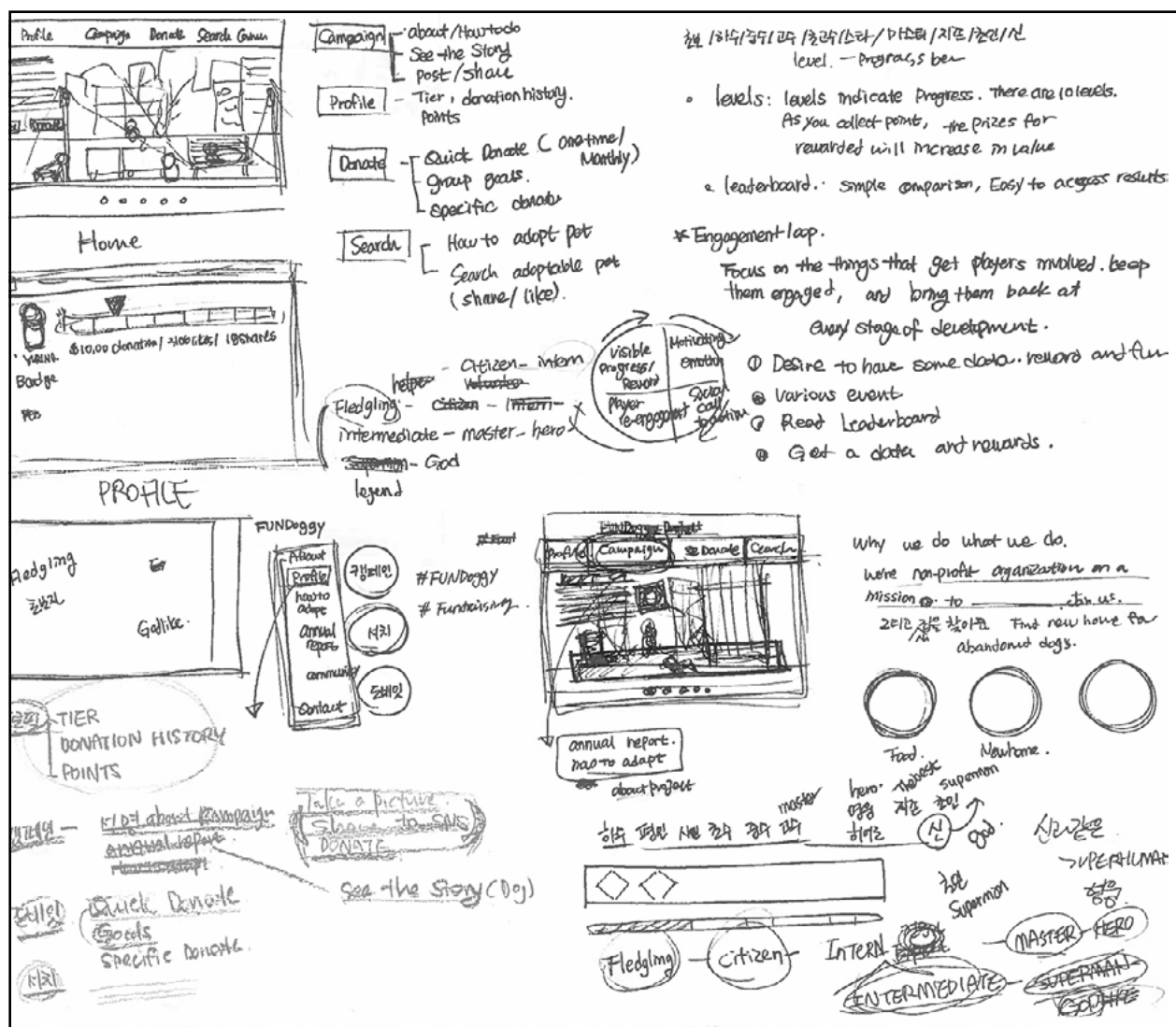


Figure 16. Sample of idea sketches and notes

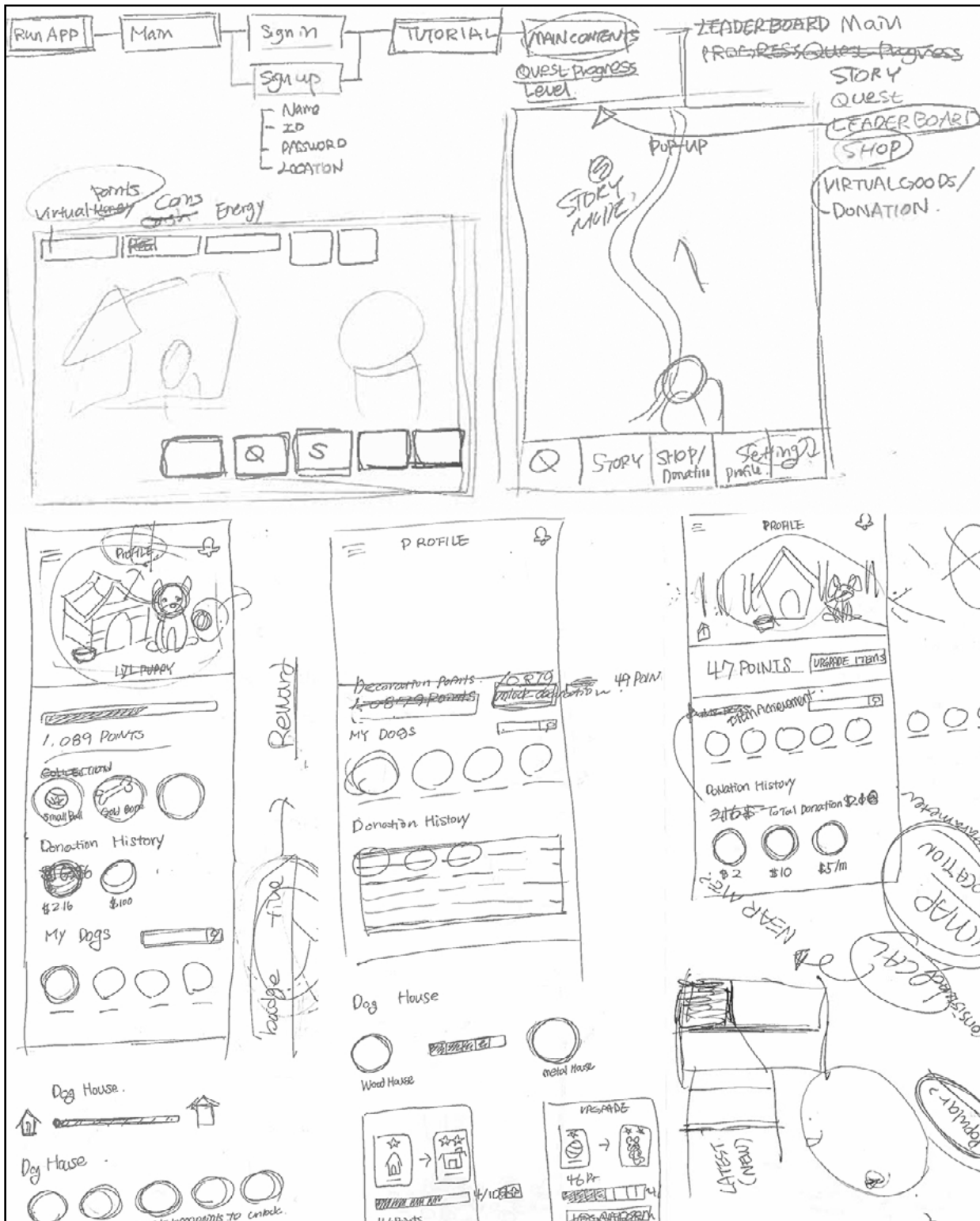


Figure 17. Sample of idea sketches and notes



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## Identity, Typography, and Color Choice

The app icon is the first impression people get of the app when they browse the app store. Having a striking app icon will help entice people to explore the app's detail page and may lead them to download the app. An effective app icon needs include a visual that is representative of the app. It needs to be easy to read, but use of words should be avoided. Developing a simple graphic representation which can make people remember the app was the most important consideration. In a sense, the name of the app is important as well. Therefore, considerable time was spent on determining the name of the app and designing the app icon.

First, a list was made with project-related keywords to allow trying different combinations of each word. At the beginning of the project, the name FunDogRaising was chosen. However, to shorten this long name, it has been changed to FUNDoggy, which is the combination of three keywords: dog, fun, and fundraising.

Achievement	Gamification
Animal shelter	Help
Animal welfare	Love
Ask adoption	Money
Charity	My dog
Charitable giving	Nonprofit
Dog	Raise dogs
Dog adoption	Shelter dogs
Dog social network service	SNS
Donation	Sponsor
Fun	Support
Funds	Virtual parent
Fundraising	Virtual adopt



**Figure 18.** Graphic identity ideation

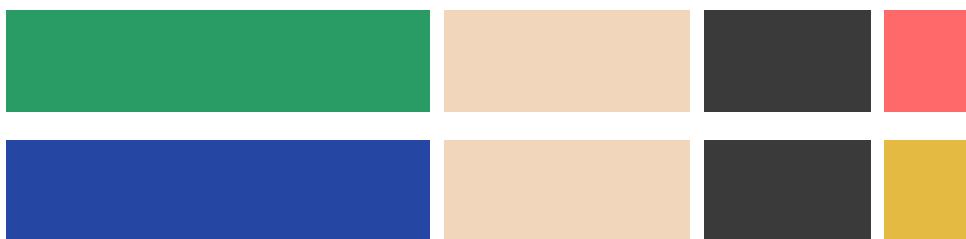
## Type Studies

Considerable research went into choosing typefaces. Because serifs are usually small and thin, they sometimes don't display well on pixel-based screens. Sans serif fonts were chosen to ensure a clear and simple display. Another consideration was finding fonts that match the message and purpose of FUNDoggy, which is friendly and playful. Finally, three typefaces were selected that can appeal to the target audience of FUNDoggy.

- |                           |                 |
|---------------------------|-----------------|
| 1. <b>Noto Sans</b>       | <b>FUNDoggy</b> |
| 2. <b>cocogoose</b>       | <b>FUNDoggy</b> |
| 3. <b>Frutiger LT Std</b> | <b>FUNDoggy</b> |

## Color Studies

Several different color palettes were explored for the FUNDoggy identity. The color of green symbolizes harmony, stability, and hope. It is also the most restful color for the human eye. The color of blue symbolizes trust, loyalty, and calmness. It is considered beneficial to the body and mind.



---

## Final Logo Design

Cocogoose was chosen for the typeface, and green was selected for the primary color after exploration and usability testing.



*Figure 19 (Left).*  
Final Logo Design

*Figure 20 (Right).*  
Final Logo  
- One color

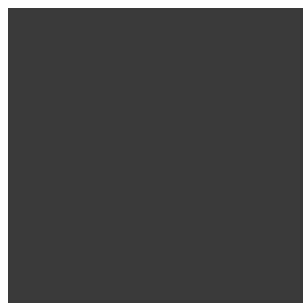
## Colors



R: 40      C: 80  
G: 156    M: 14  
B: 100    Y: 79  
          K: 2



R: 242    C: 4  
G: 214    M: 16  
B: 187    Y: 26  
          K: 0



R: 58      C: 69  
G: 58      M: 62  
B: 58      Y: 61  
          K: 52

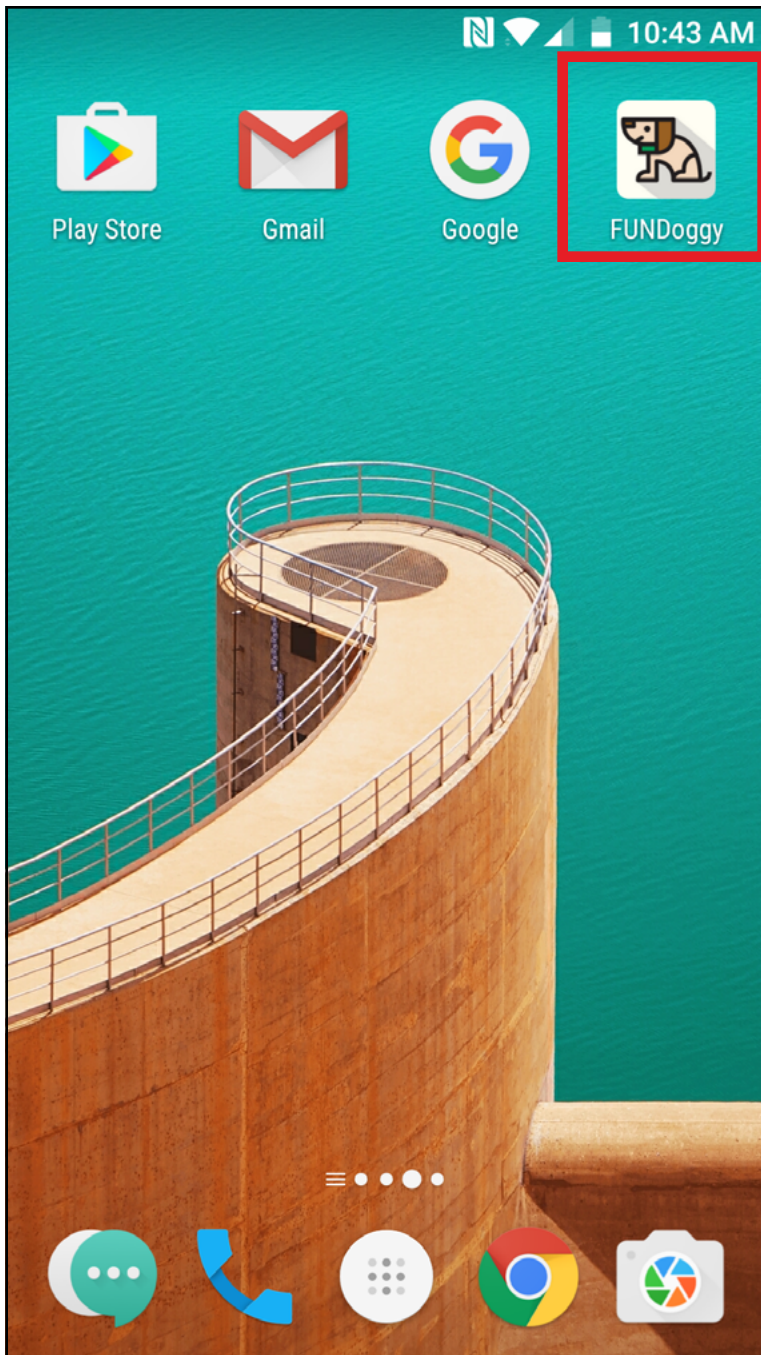
## Typeface

**Cocogoose**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

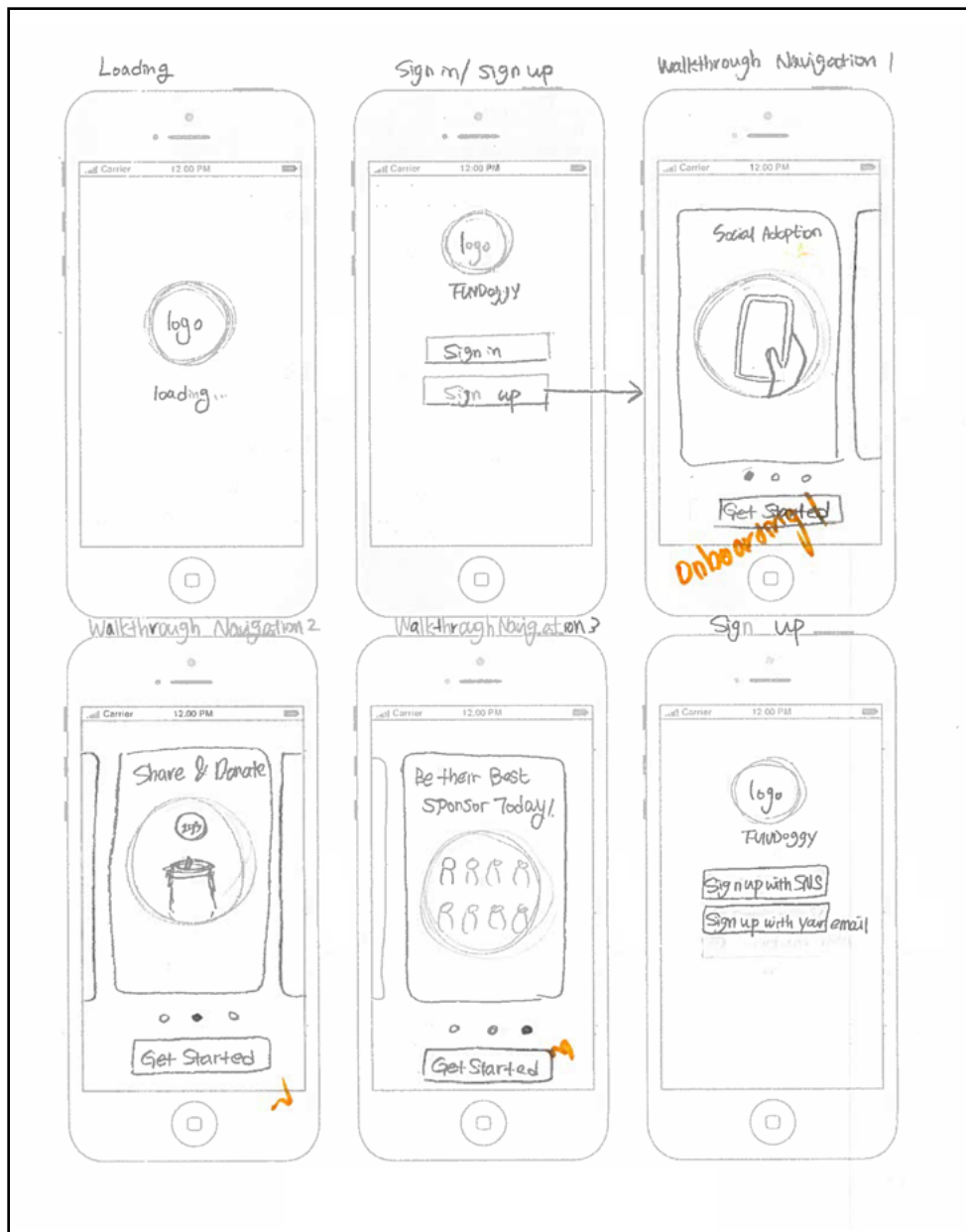
## App icon example



**Figure 21.**  
App icon example

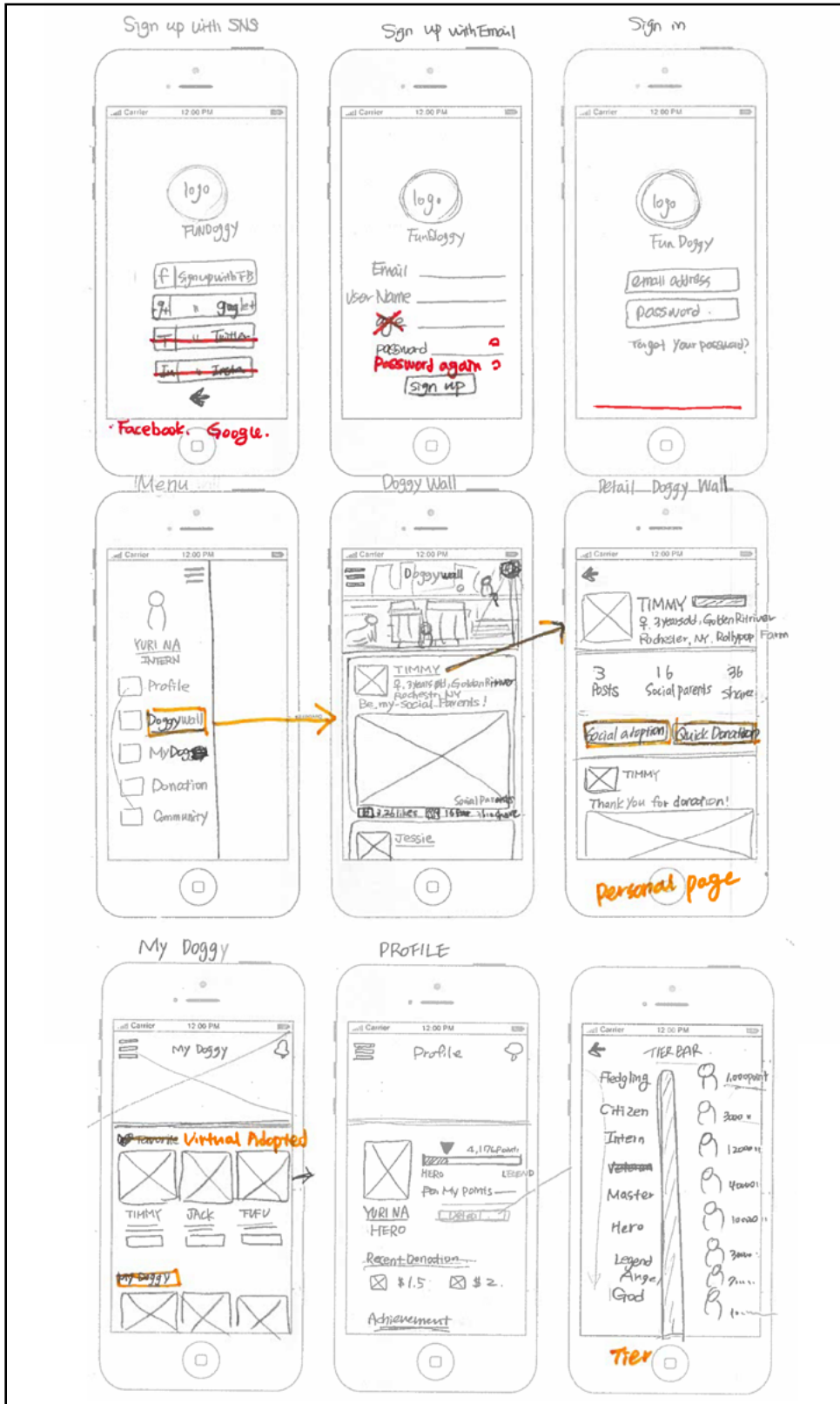
# Paper Prototype

Before making a detailed wireframe, paper prototypes (Figures 22–24) were developed to reduce misinterpretation and to test the contents, page layout, and functionality of FUNDoggy. Creating a paper prototype let me make significant conceptual changes early in the project, helping to save time.



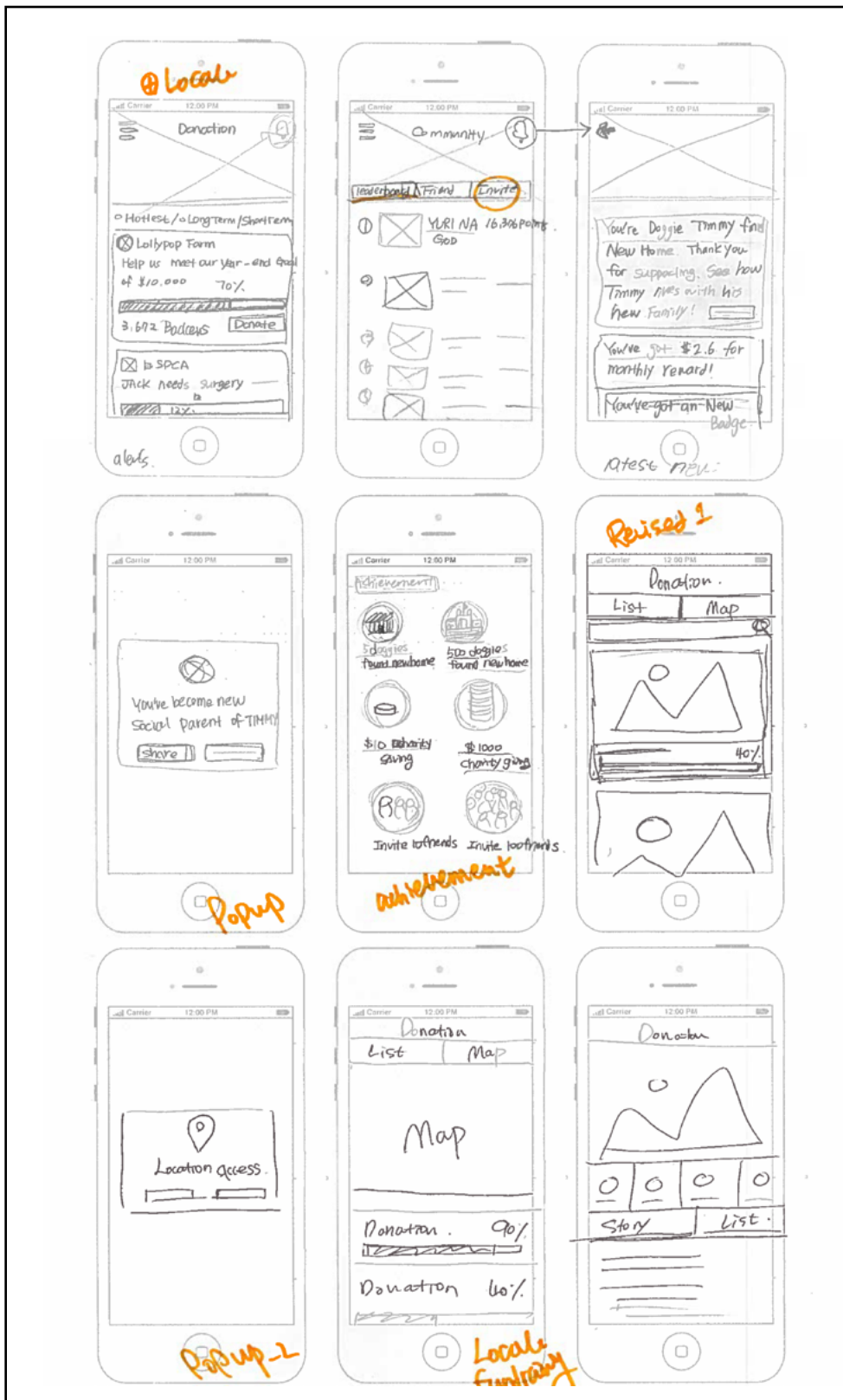
**Figure 22.**  
Paper Prototype1





**Figure 23.**  
Paper Prototype2





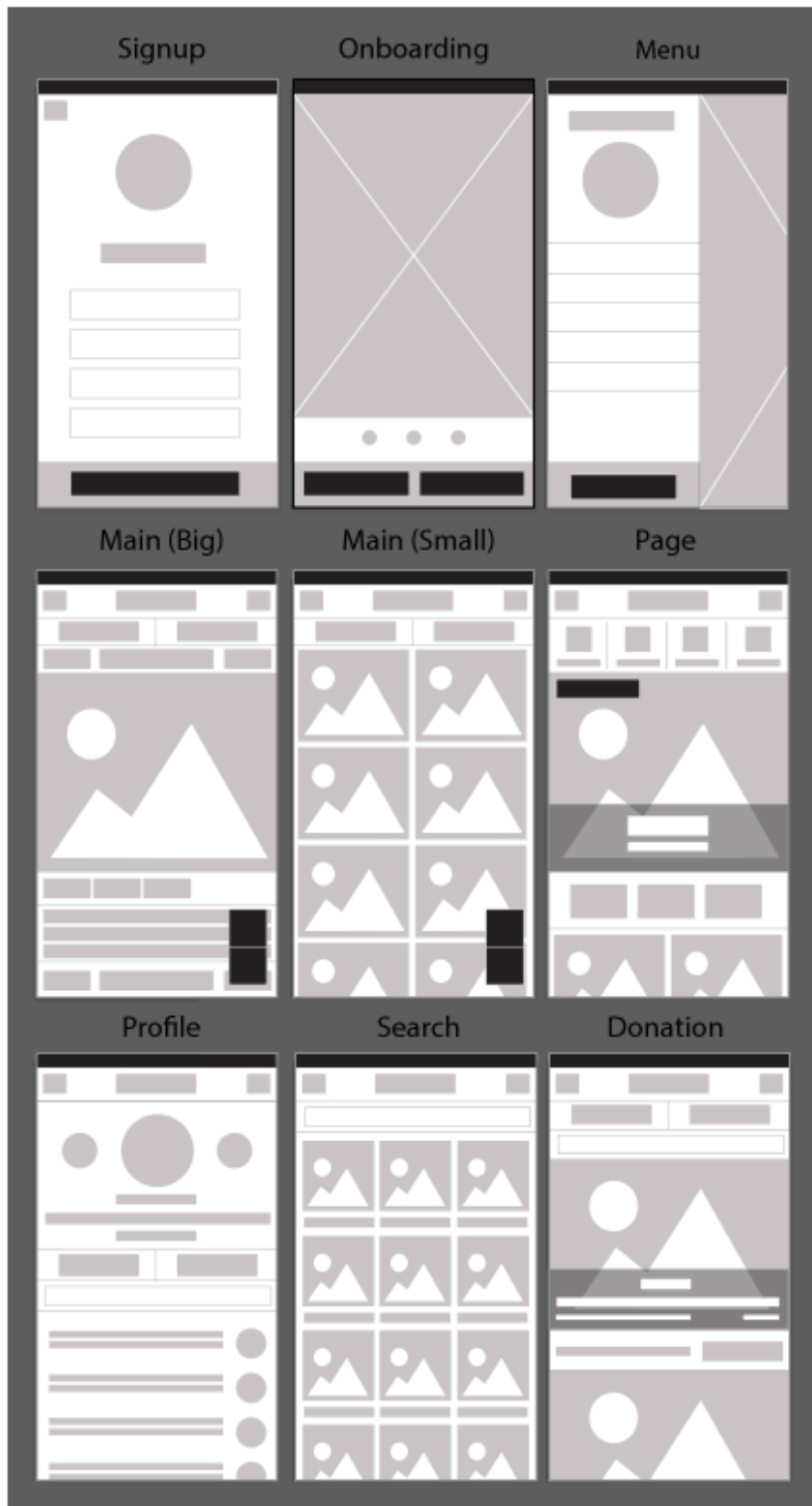
**Figure 24.**  
Paper Prototype3

# Wireframes

Wireframes were made by using Sketch software (Figure 25). A wireframe is created for the purpose of arranging interface elements and experimenting with the navigation system.



**Figure 25.** Low-fidelity wireframes



**Figure 26.**  
High-fidelity  
wireframes

---

## Final Prototype

The main concept of this application is to be a social network service (SNS) for shelter dogs. The difference between standard SNS and this app is that rather than following another user on social media, the user can do a virtual adoption. Once the user does a virtual adoption, he or she becomes the virtual parent of a specific dog. The user also can support these dogs while they wait for adoption and check on the dogs' well-being.

FUNDoggy has five different main features (Figure 27).

<b>Profile</b>	The user can see how many points they have and which tier they are in. They also can check their donation history, achievement badges, and credit card information. The tier bar will show how many points are needed to reach the next level.
<b>Paw Wall</b>	The Paw Wall is similar to the Newsfeed on Facebook. The user can meet shelter dogs here. The user can see a specific dog's picture, the dog's information, and how many virtual parents the dog has. The user can also do virtual adoption and quick donation from the Paw Wall.
<b>Search</b>	Users can search for specific dogs, shelters, or fosters.
<b>My Dog</b>	The user can see their dogs and visit their page here.
<b>Donation</b>	Animal shelters can do fundraising here. For example, they can do long-term fundraising to help reach their year-end goal, or short-term fundraising to raise surgery fees for sick and injured animals. All users can participate in these fundraising activities and reach the goals together.
<b>Community</b>	Users can see the leaderboards, send points to their friends, or invite friends.

## FEATURES

### PROFILE

Check points, level, collections, donation history

### PAW WALL

Virtual adoption, share, donate to dogs

### SEARCH

Search dogs, shelter, or fosters

### MY DOG

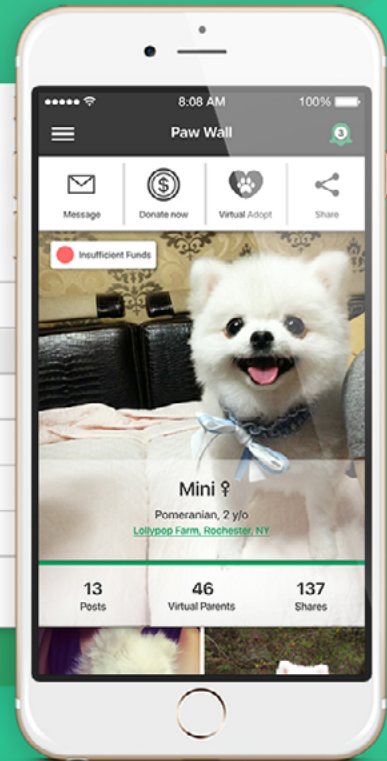
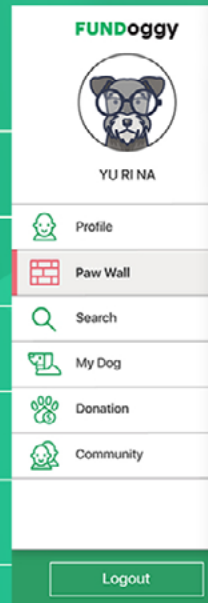
Check your adopted dogs

### DONATION

Donate to shelter, specific fundraising efforts

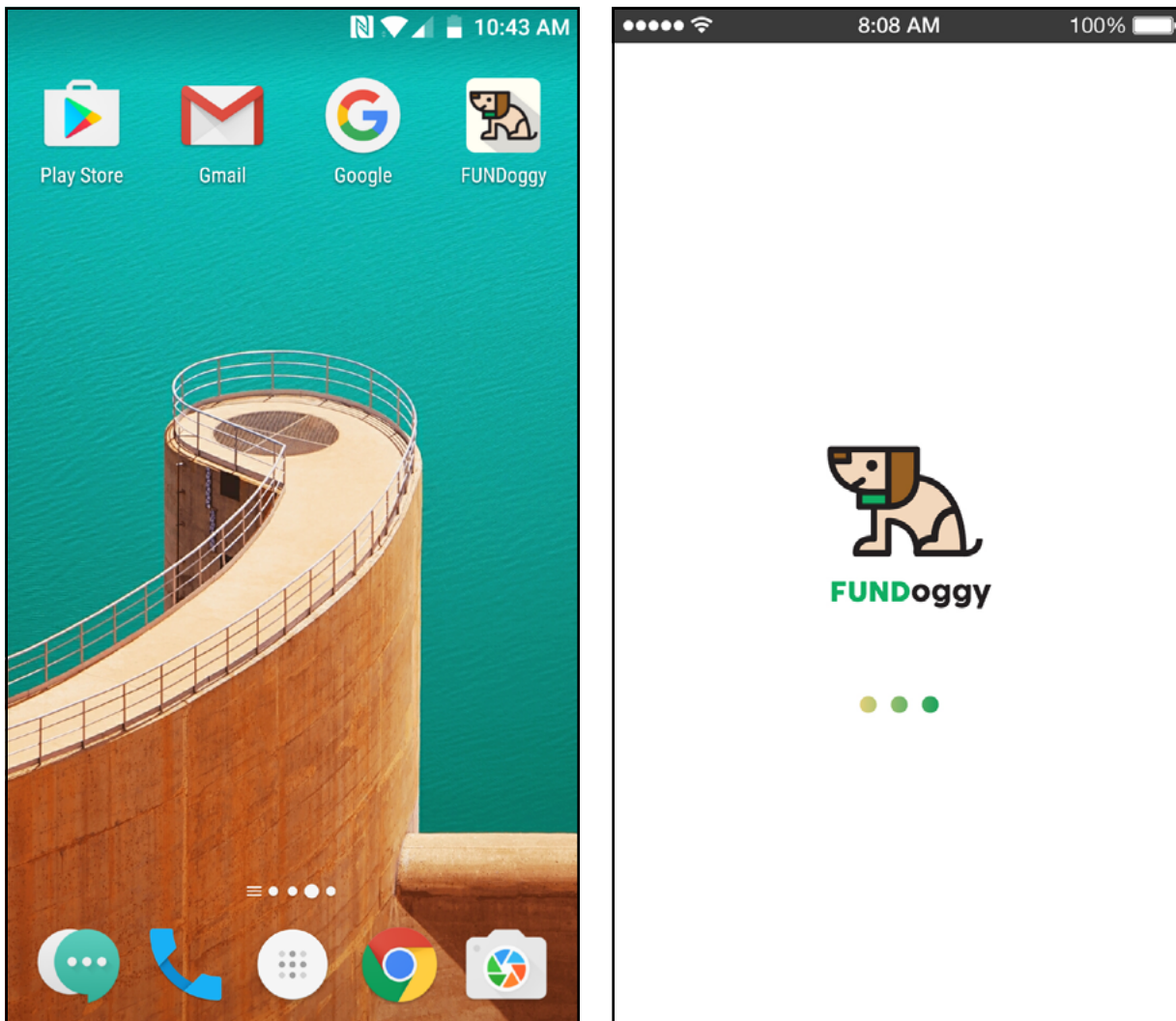
### COMMUNITY

Invite friends, leaderboard, send points



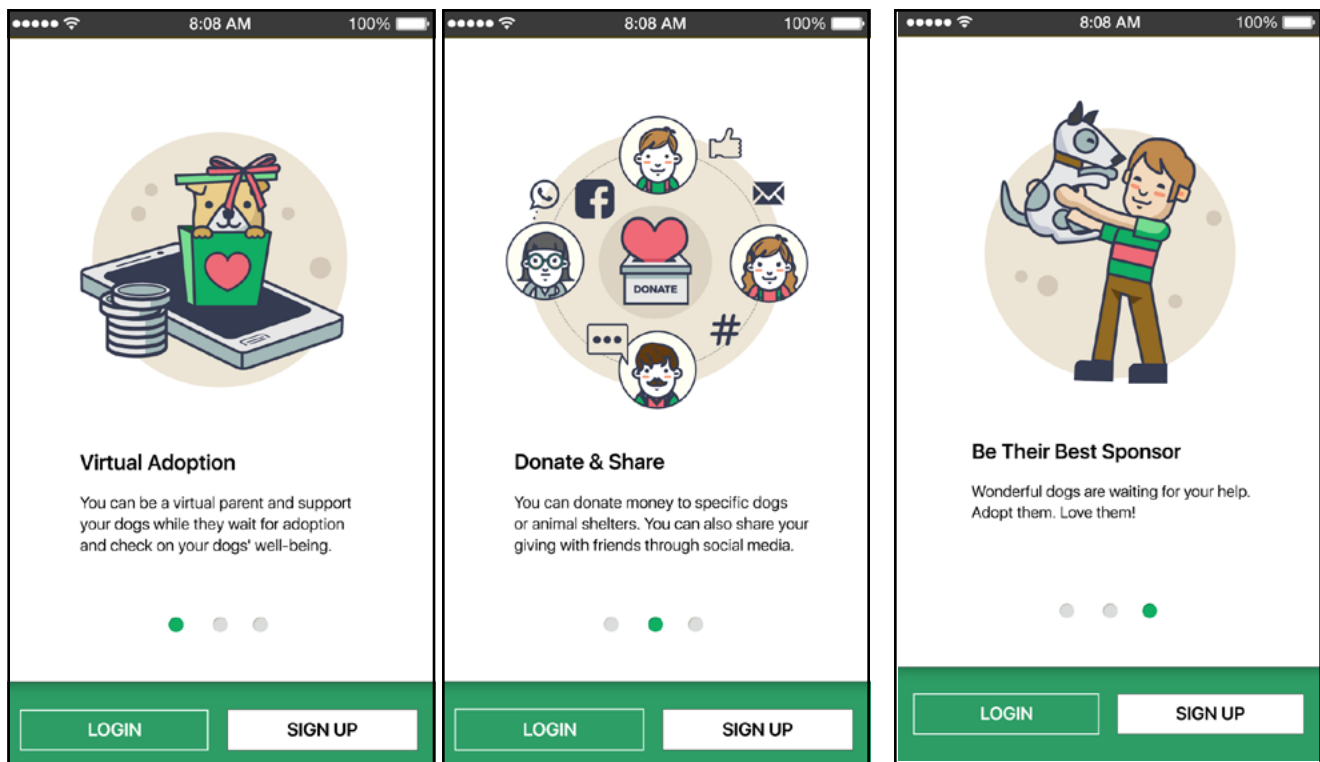
**Figure 27.** App contents

## Home, Loading




**Figure 28.** Final Prototype (page 79 - 106)


## Onboarding pages




## Signup




**FUNDoggy**


 Sign up with Facebook

 Sign up with Google

or


 Sign up with Email


[Click here to register as a foster or organization](#)





**FUNDoggy**

Create an account

 User ID

 email address

 Password

 Confirm Password

Registering means that you accept our [Terms and Services](#).

**SIGN UP**



## Signup - Details

The image displays three sequential screenshots of a mobile application's 'Create an account' screen for 'FUNDoggy'. Each screen features a dog logo at the top and a 'SIGN UP' button at the bottom. The first screen shows the initial form with fields for Name, Email, Password, and Confirm Password. The second screen shows an error state where the email 'skdbf90@gmail.com' is highlighted in red with a red 'X' and a message: 'This email address is already registered.' The third screen shows the form after the error is resolved, with the email field now containing 'skdbf90@gmail.com' and a green checkmark. The status bar at the top of each screen shows '8:08 AM' and '100%' battery.

**Screen 1: Initial Form**

8:08 AM 100%

**FUNDoggy**

Create an account

Name: Naaayul ✓

Email: skdbf90@gmail.com ✓

Password: ••••••••

Confirm Password: |

Registering means that you accept our [Terms and Services](#).

**SIGN UP**

**Screen 2: Error State**

8:08 AM 100%

**FUNDoggy**

Create an account

Name: Naaayul ✓

Email: skdbf90@gmail.com ✗

• This email address is already registered.

Password: ••••••••

Confirm Password: 12345678

Registering means that you accept our [Terms and Services](#).

**SIGN UP**

**Screen 3: Success State**

8:08 AM 100%

**FUNDoggy**

Create an account

Name: Naaayul ✓

Email: skdbf90@gmail.com ✓

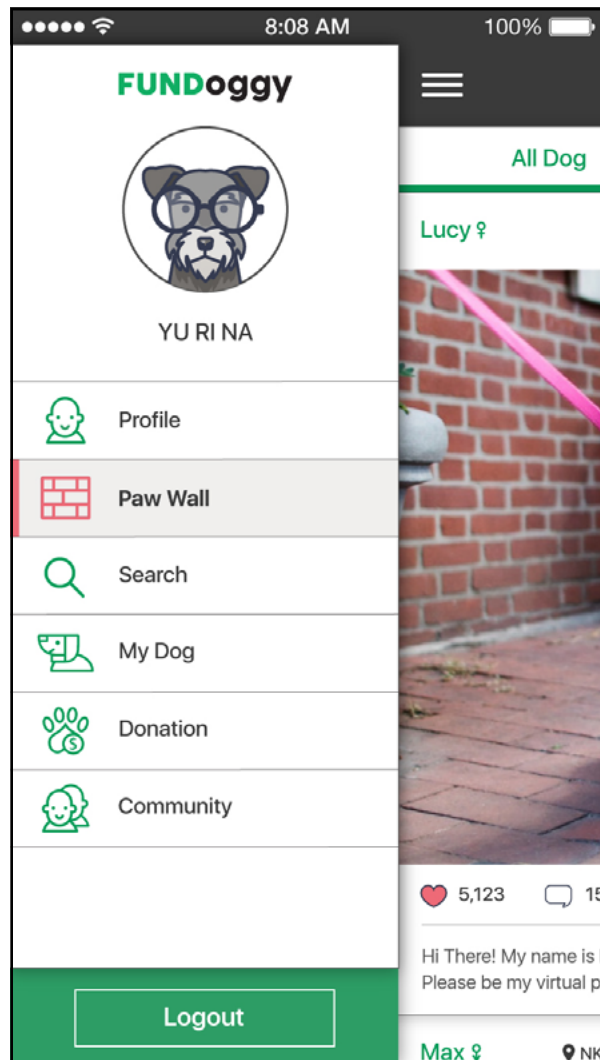
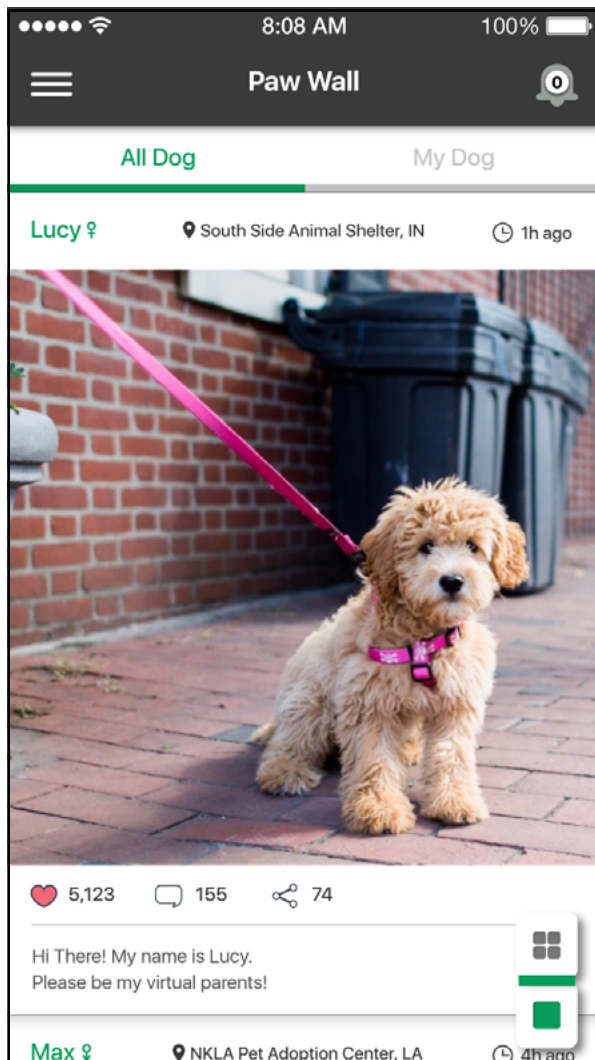
Password: ••••~•~•~•

Confirm Password: ••••~•~•~•

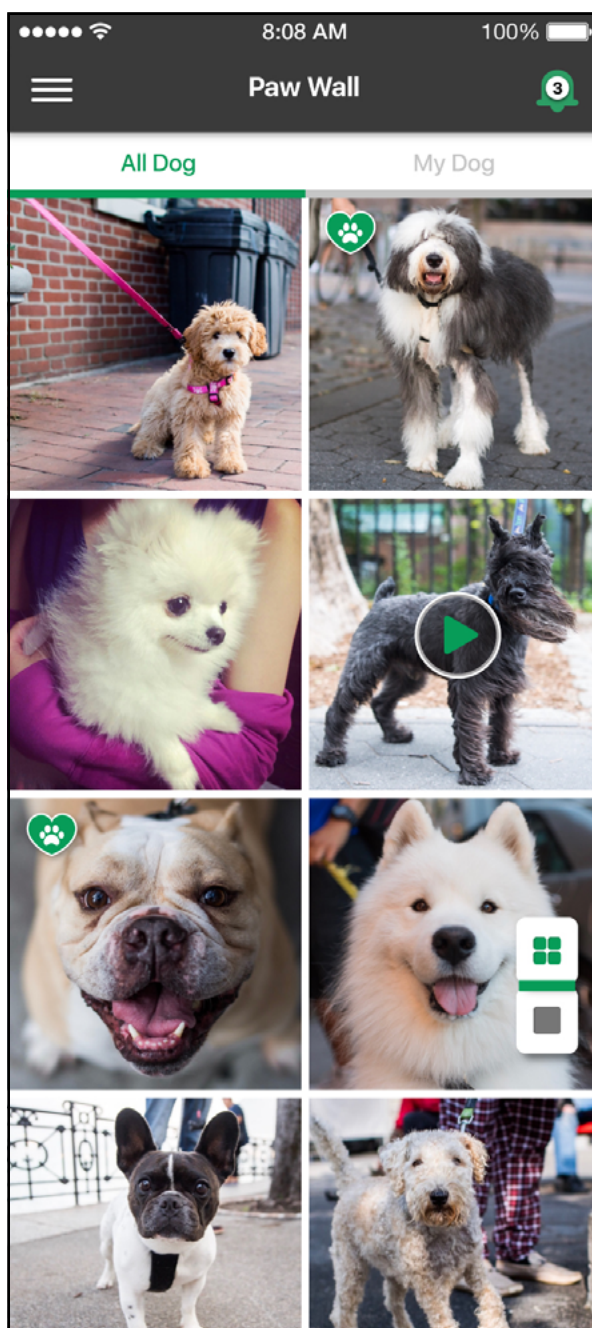
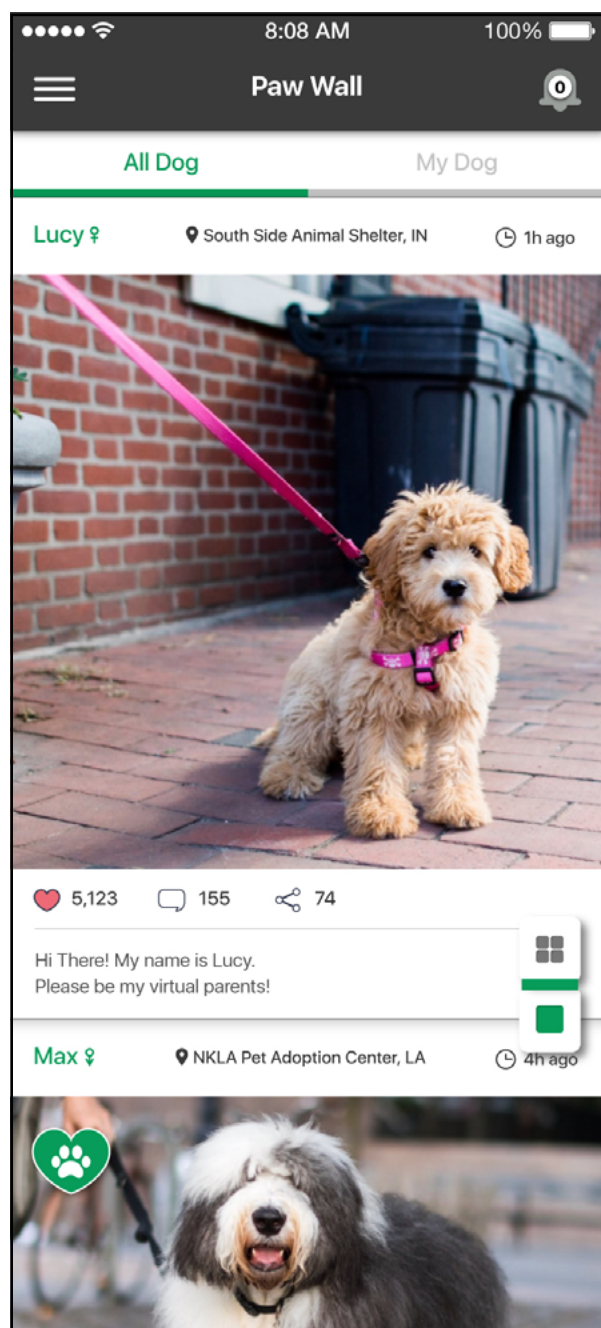
Registering means that you accept our [Terms and Services](#).

**SIGN UP**

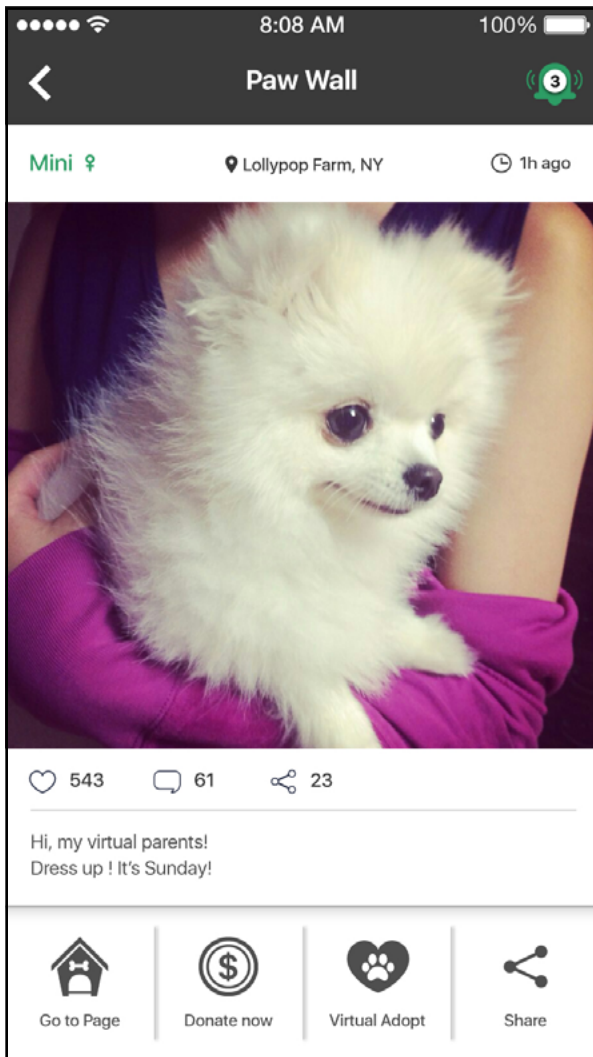
## Paw Wall, Menu



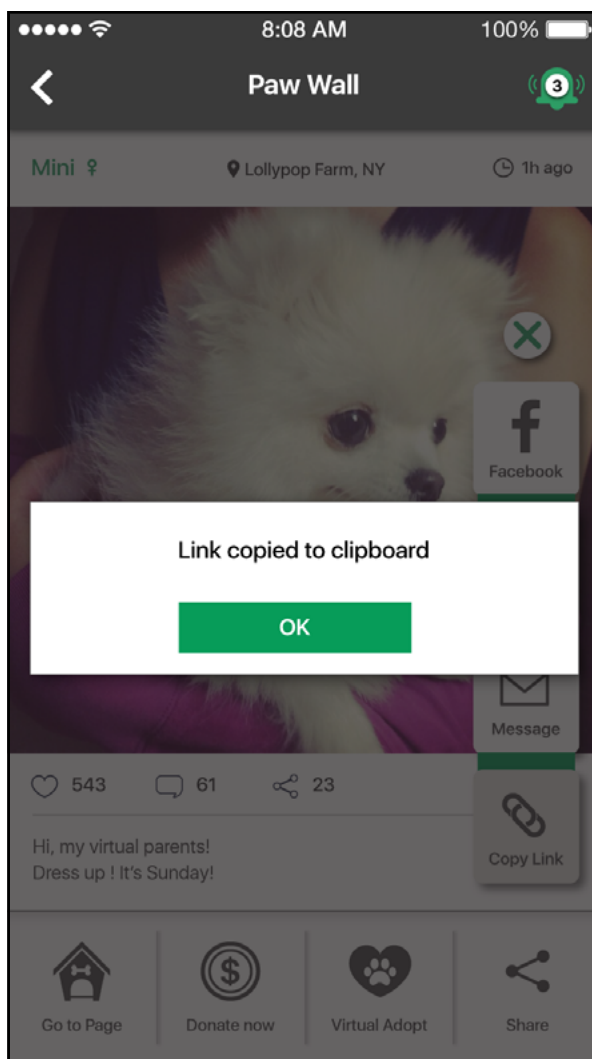
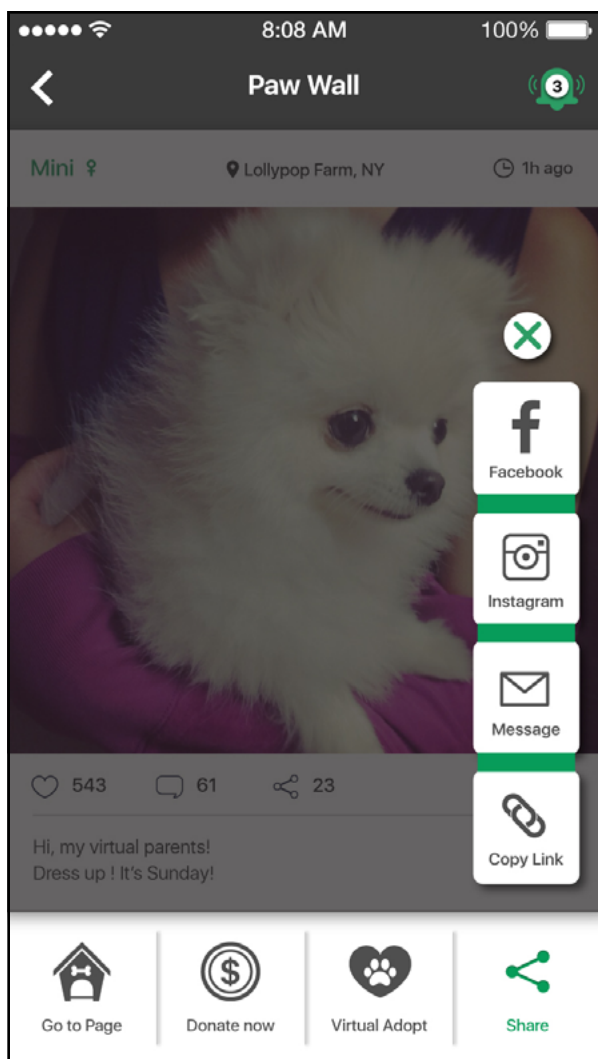
## Paw Wall - Big Grid, Small Grid



## Paw Wall - Detail page from small grid

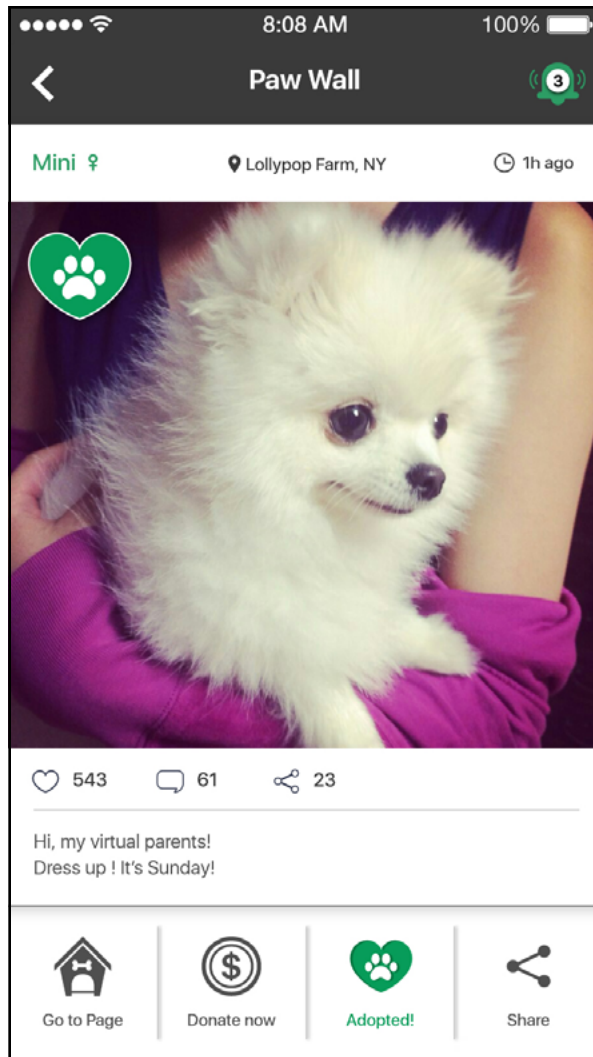
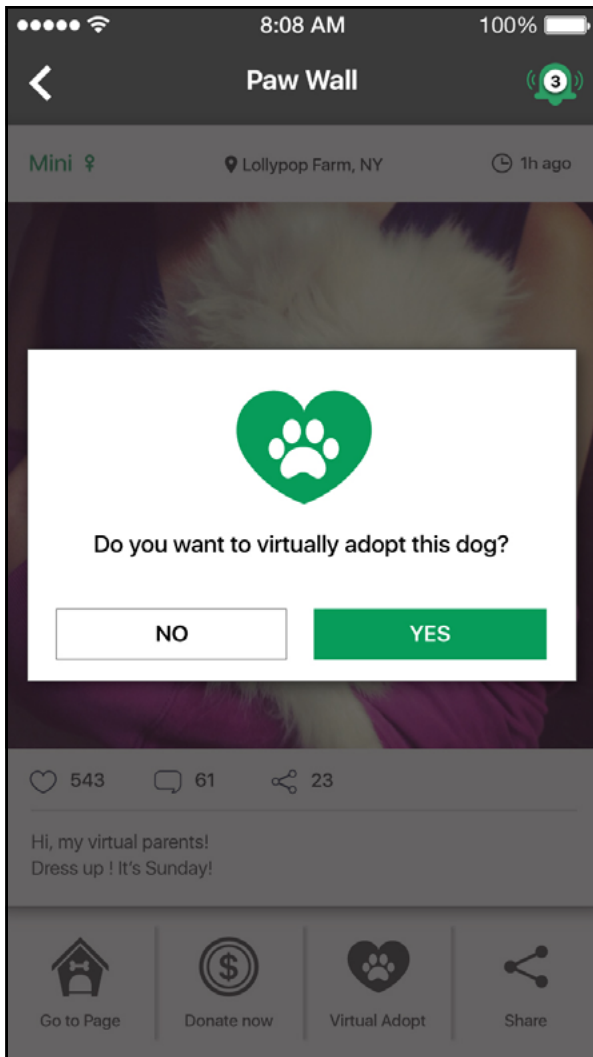


## Paw Wall - Detail page from small grid - Share

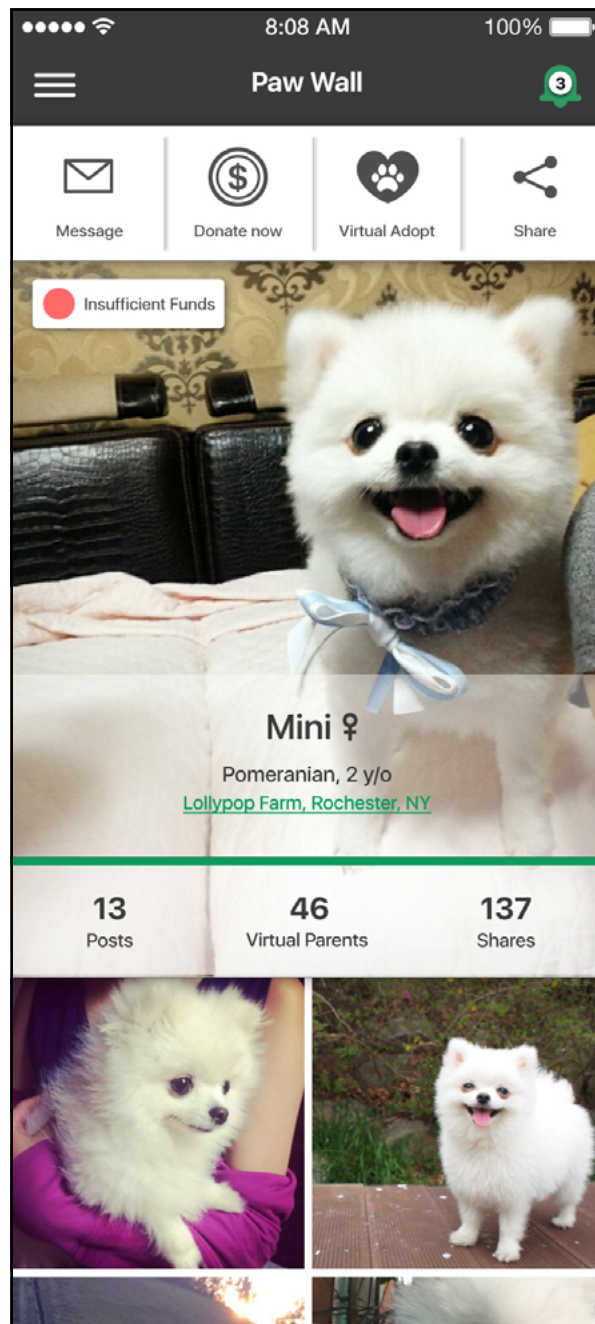
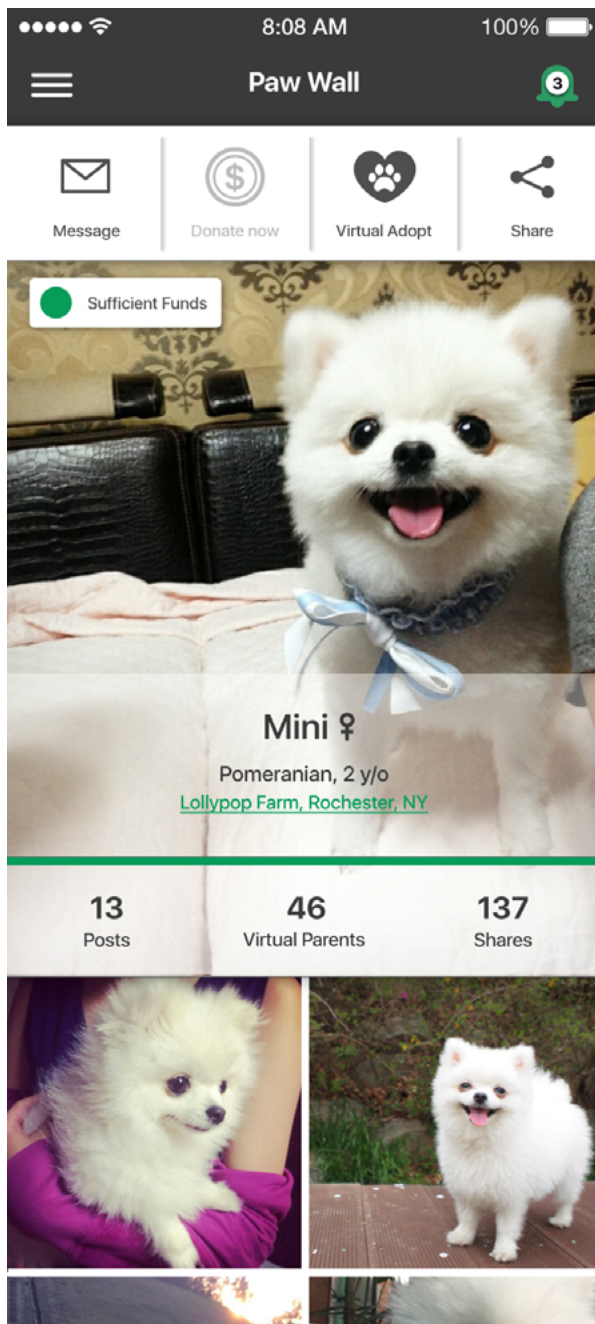




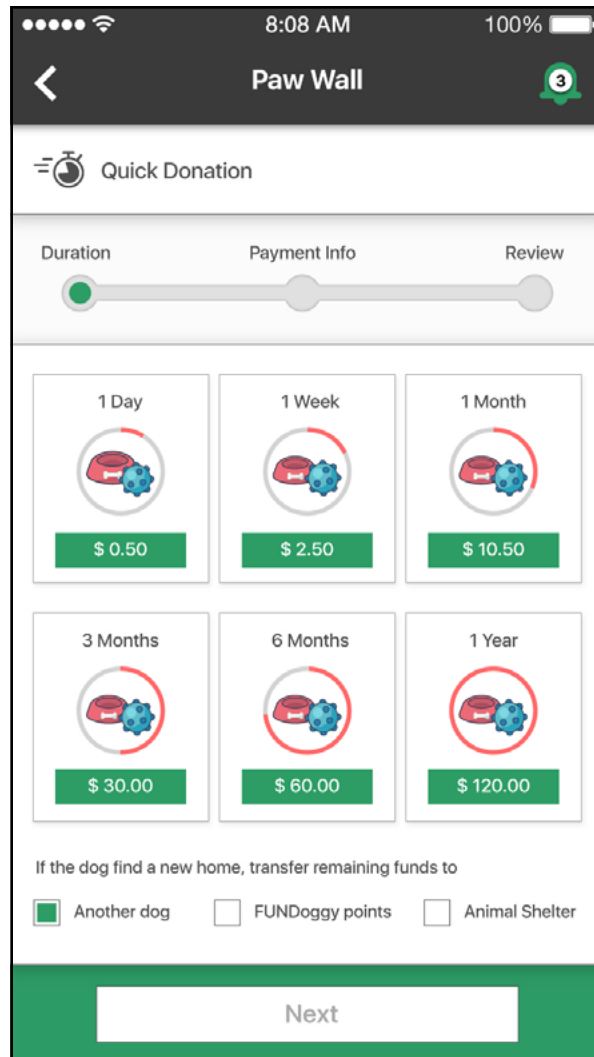
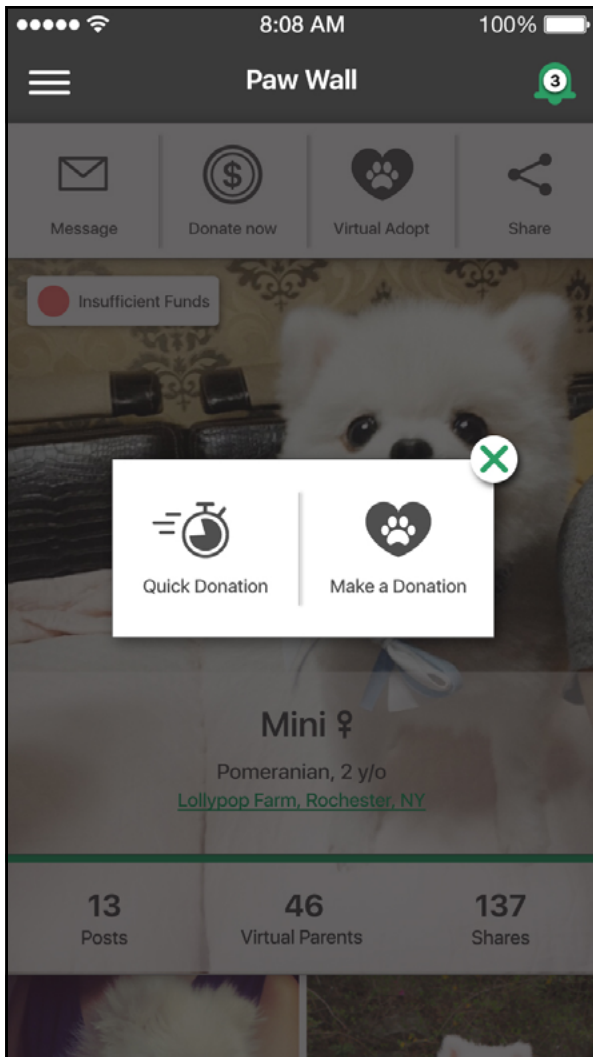
## Paw Wall - Detail page from small grid - Virtual Adoption



## Paw Wall - Individual Page - Sufficient Funds, Insufficient Funds



## Paw Wall - Individual Page - Donation Options, Quick Donation





## Quick Donation - Process 1

8:08 AM 100%

Paw Wall 3

Quick Donation

Duration Payment Info Review

1 Day 1 Week 1 Month

\$ 0.50 \$ 2.50 \$ 10.50

3 Months 6 Months 1 Year

\$ 30.00 \$ 60.00 \$ 120.00

If the dog finds a new home, transfer remaining funds to

☒ Another dog ☐ FUNDoggy points ☐ Animal Shelter

Next

8:08 AM 100%

Paw Wall 3

Quick Donation

Duration Payment Info Review

Payment Methods

Credit Card Pay Pal Points

Next

## Quick Donation - Process 2

8:08 AM100%

Paw Wall

3

Quick Donation

Duration

Payment Info

Review


\$

Payment Methods

Credit Card

P

Pay Pal



Points

Card Info

My Card 1

My Card 2

Add New Card

Card Number

1234 5678 1234 5678

Expiration Date

Jul2017


CVC / CVC2


123?

Billing Address


Next



8:08 AM

100% 



Paw Wall







Quick Donation

Duration

Payment Info


Review






Payment Methods

Edit



My Card 1

\*\*\*\* \* 5678



Billing Info

Edit


Yu Ri Na

200 Park Point Dr. Unit 201B

Rochester, NY, 14623

(585)766-2353

skdbf90@gmail.com



Total

Edit

Duration

1 Month

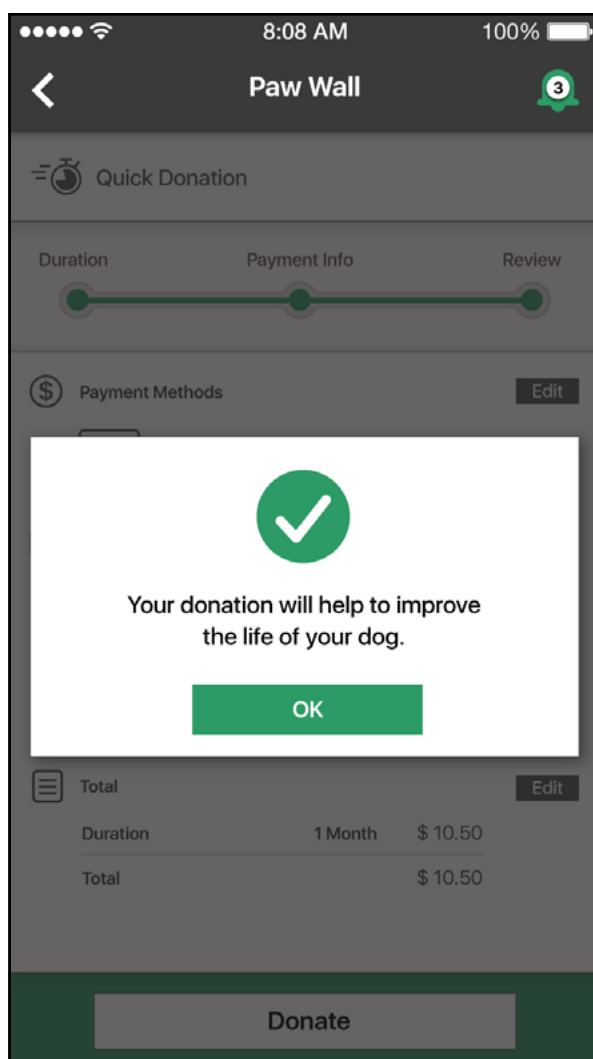
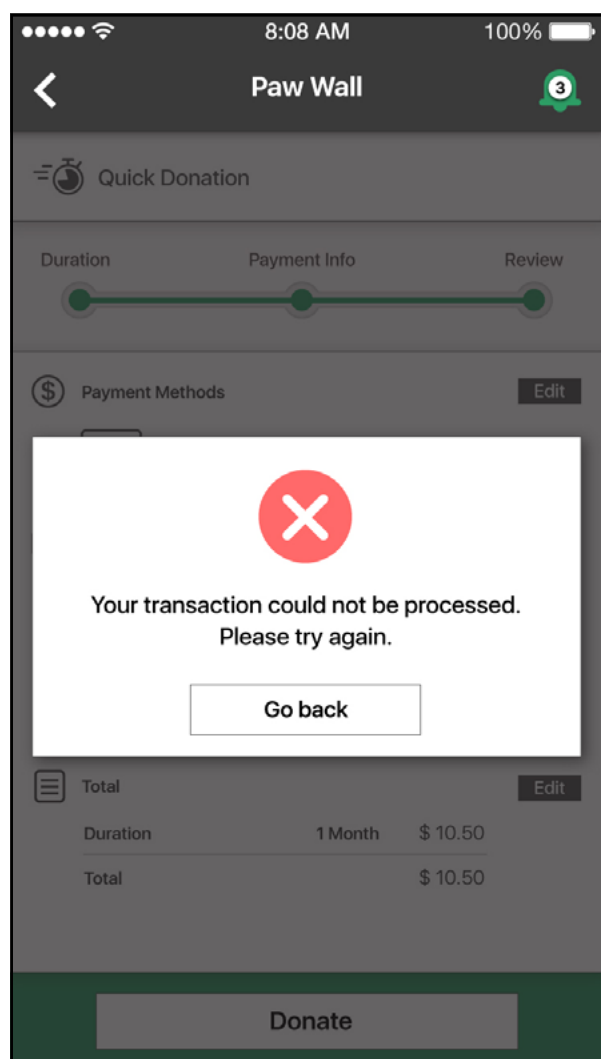
\$ 10.50

Total

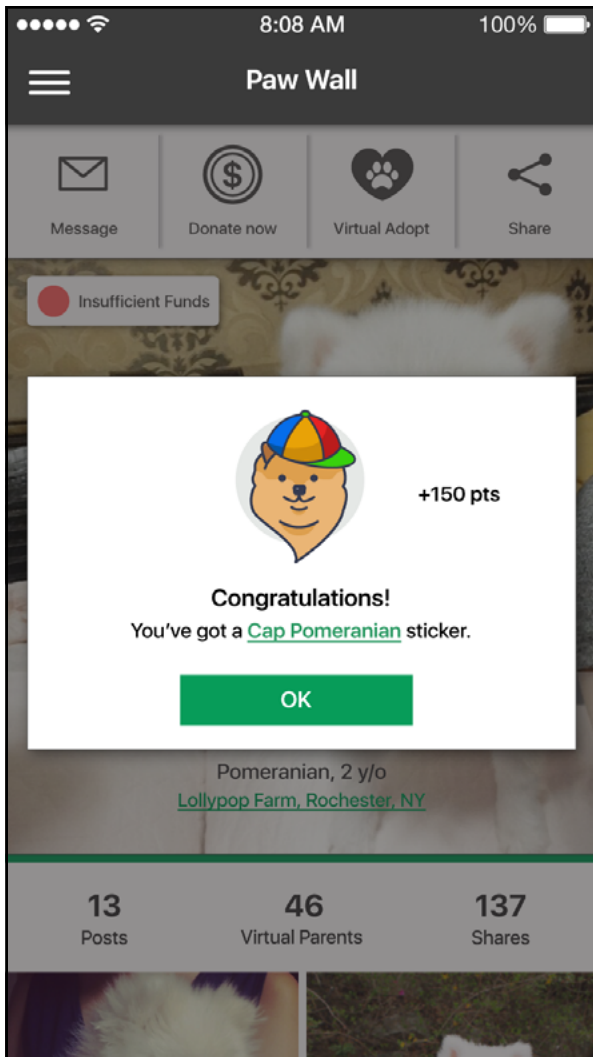
\$ 10.50

Donate

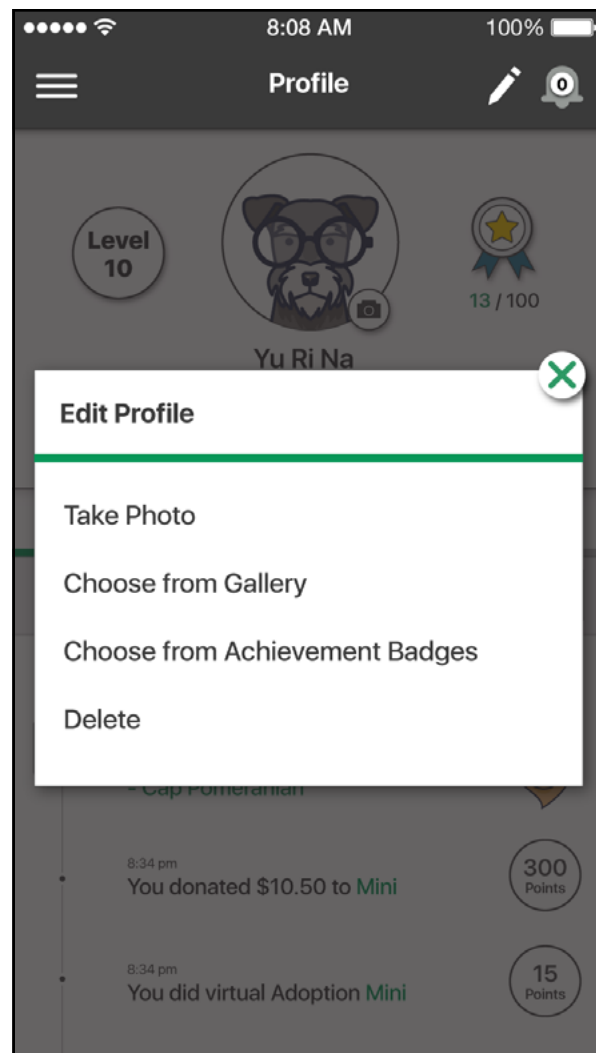
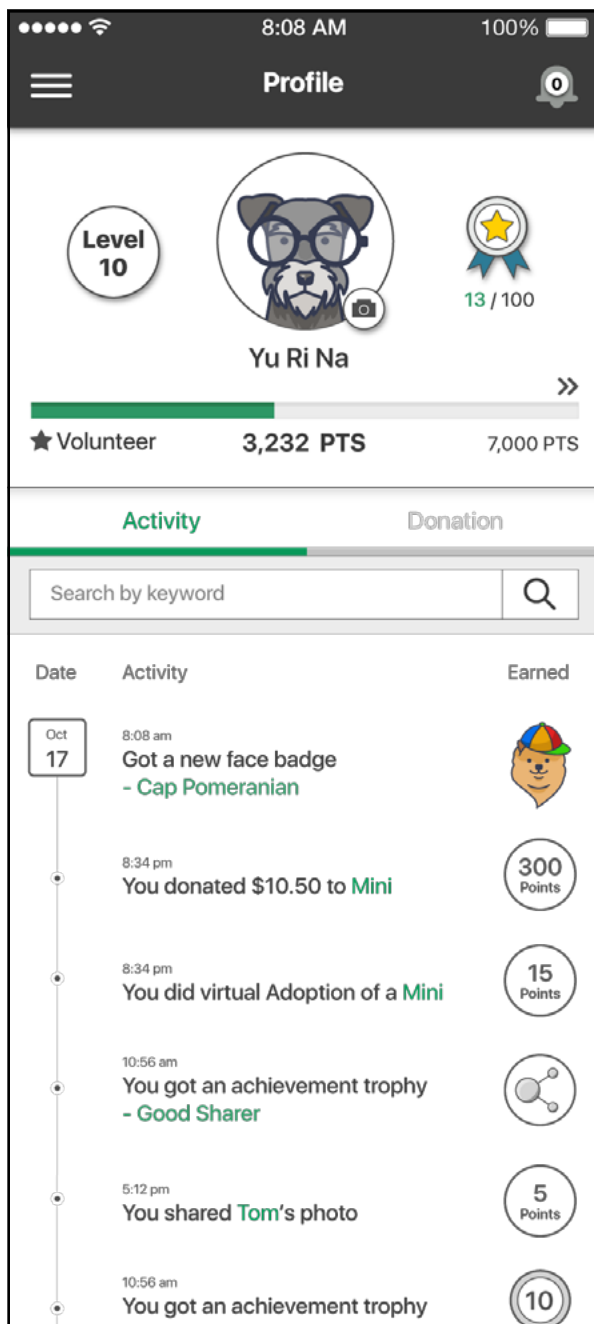
## Quick Donations - Failure, Success



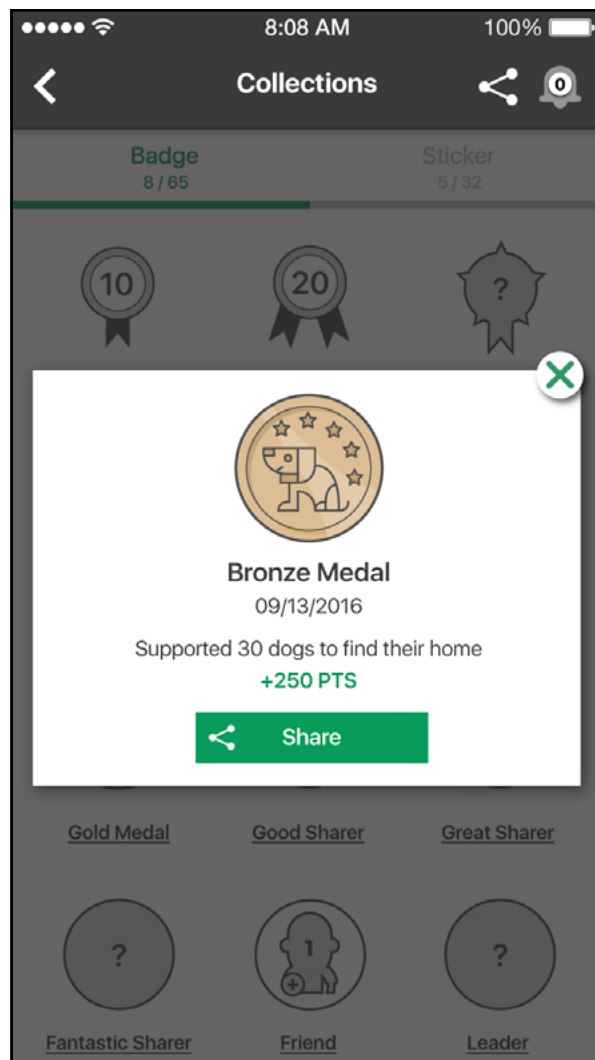
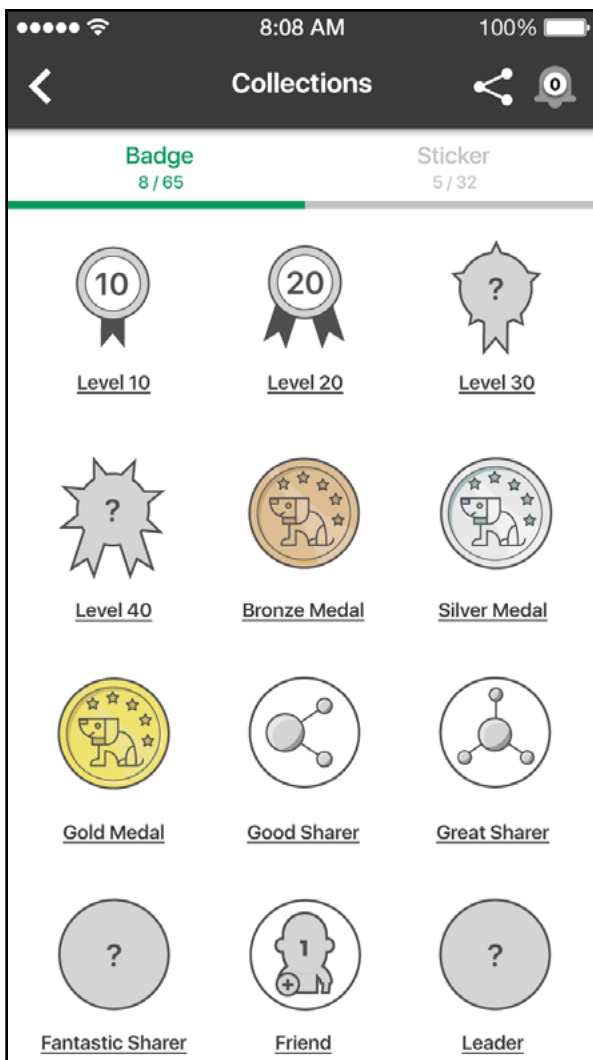
## Quick Donation- Achievement sticker



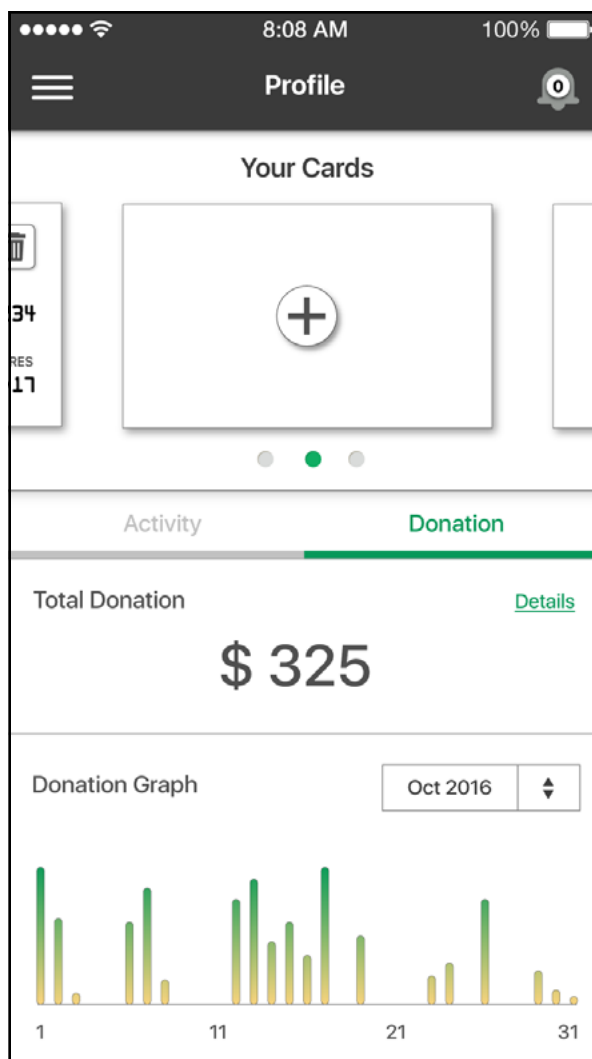
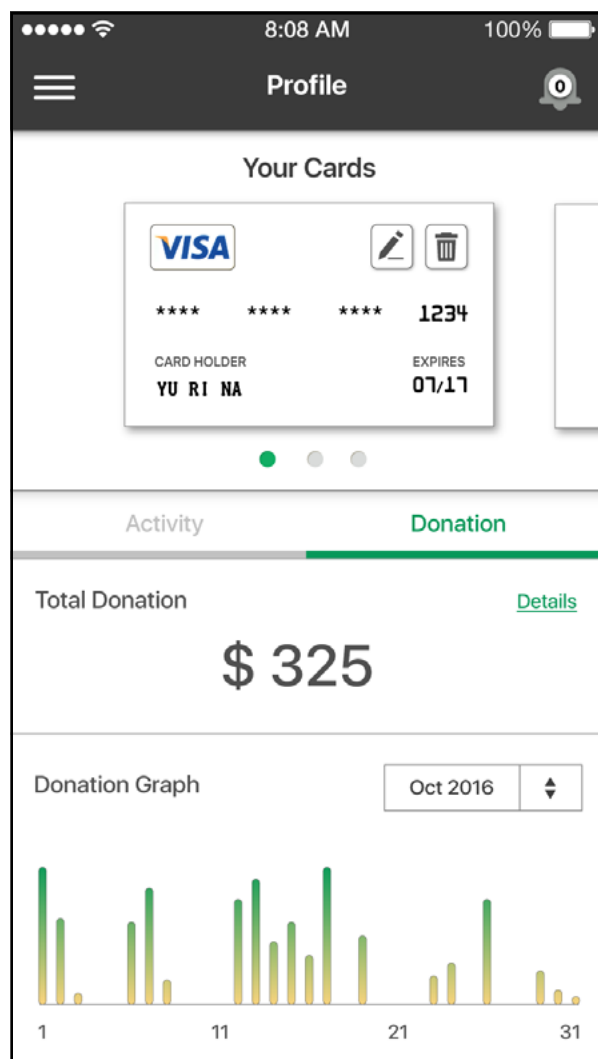
## Profile - Activities



## Profile - Achievement Collections



## Profile - Donation History, Register Credit Card



## Search

8:08 AM 100%

Search

Search for

☒ Any ☐ Shelter ☐ Foster

Name

Any name or Input a name

Location

Any Location or Input a Zip code

Gender

☒ Any ☐ Male ☐ Female

Age

Any

Breed *i*

Any

Search

8:08 AM 100%

Search

Search for

☒ Any ☐ Shelter ☐ Foster

Name

Any name or Input a name

Location

Any Location or Input a Zip code

Gender

☒ Any ☐ Male ☐ Female

Age

Any

Breed *i*

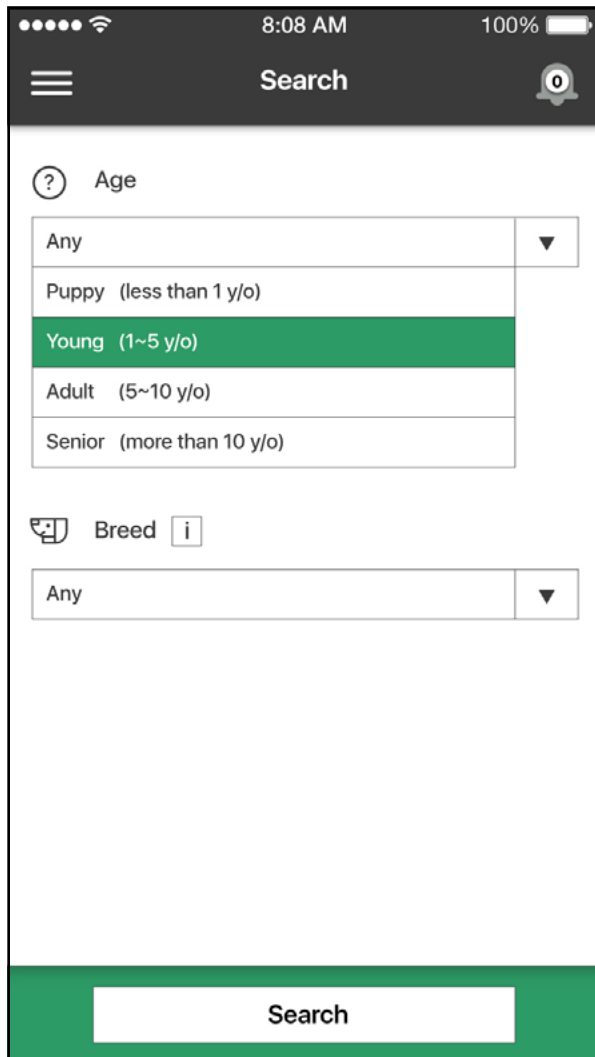
Any

Your search will show purebreds and mixes of the breed you select as well as similar pets.

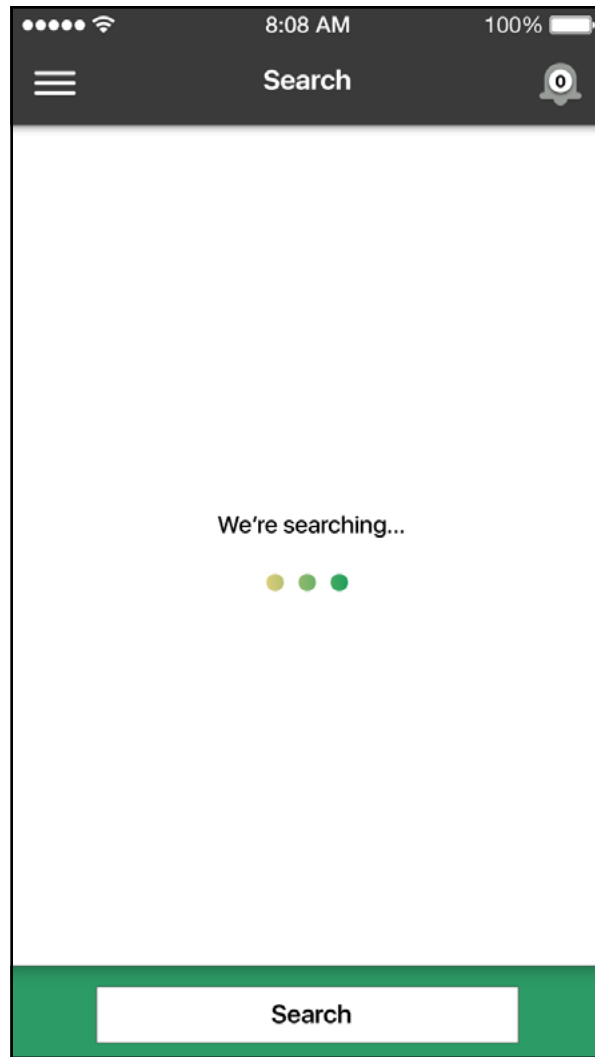
Search



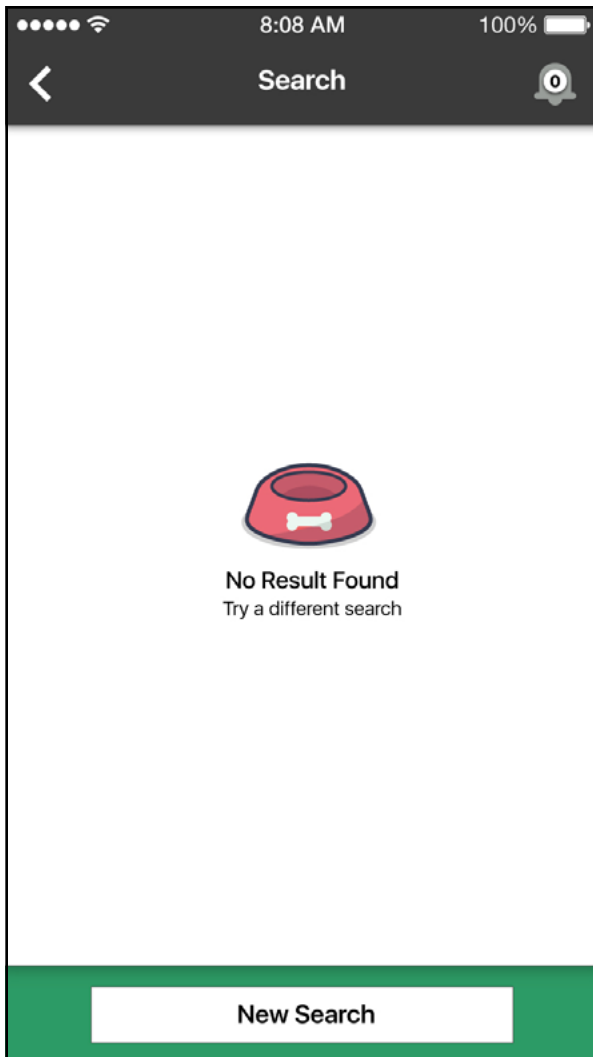
## Search - Dropdown, Searching



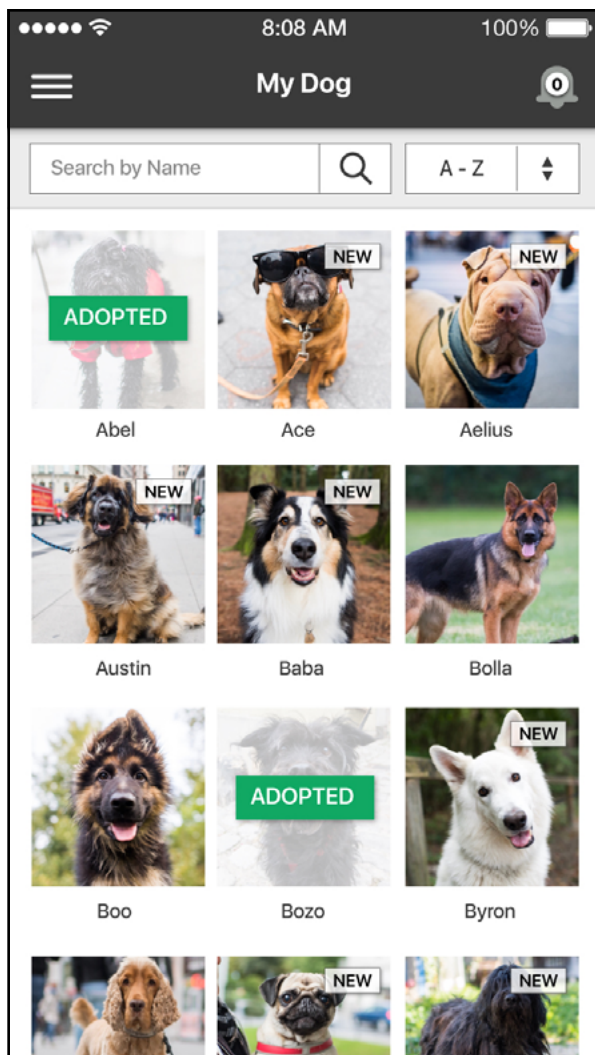
Mobile app search screen. The header bar is dark gray with a hamburger menu icon, the word "Search", and a notification bell icon with the number 0. The status bar at the top shows 8:08 AM and 100% battery. The main content area has a light gray background. Under the heading "? Age", there is a dropdown menu with the following options: "Any", "Puppy (less than 1 y/o)", "Young (1~5 y/o)" (highlighted in green), "Adult (5~10 y/o)", and "Senior (more than 10 y/o)". Below this, under the heading "Breed" with an information icon, there is another dropdown menu with the option "Any". At the bottom, there is a green bar with a white "Search" button.



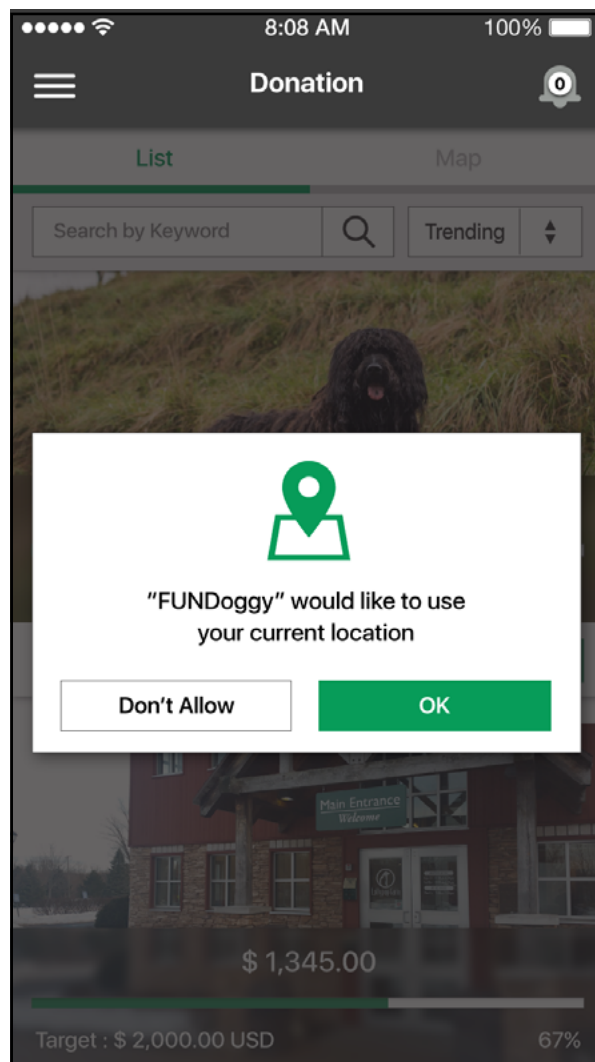
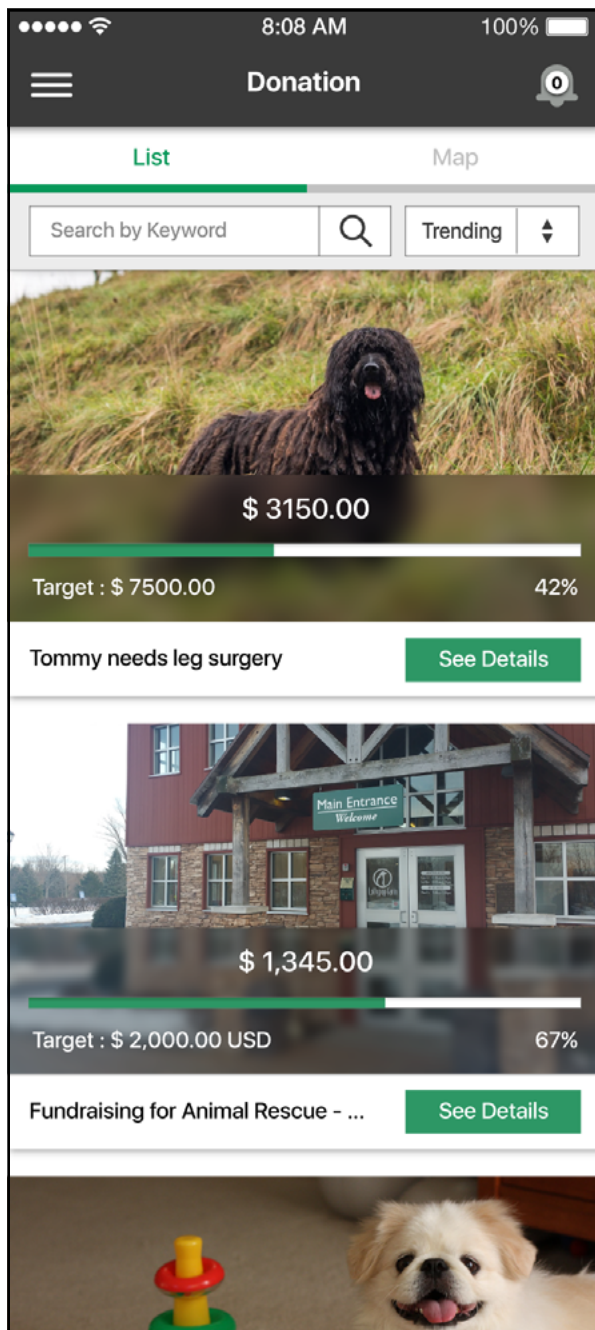
Mobile app search screen showing a loading state. The header bar is dark gray with a hamburger menu icon, the word "Search", and a notification bell icon with the number 0. The status bar at the top shows 8:08 AM and 100% battery. The main content area is white and contains the text "We're searching..." followed by three colored dots (yellow, green, green) indicating a loading process. At the bottom, there is a green bar with a white "Search" button.



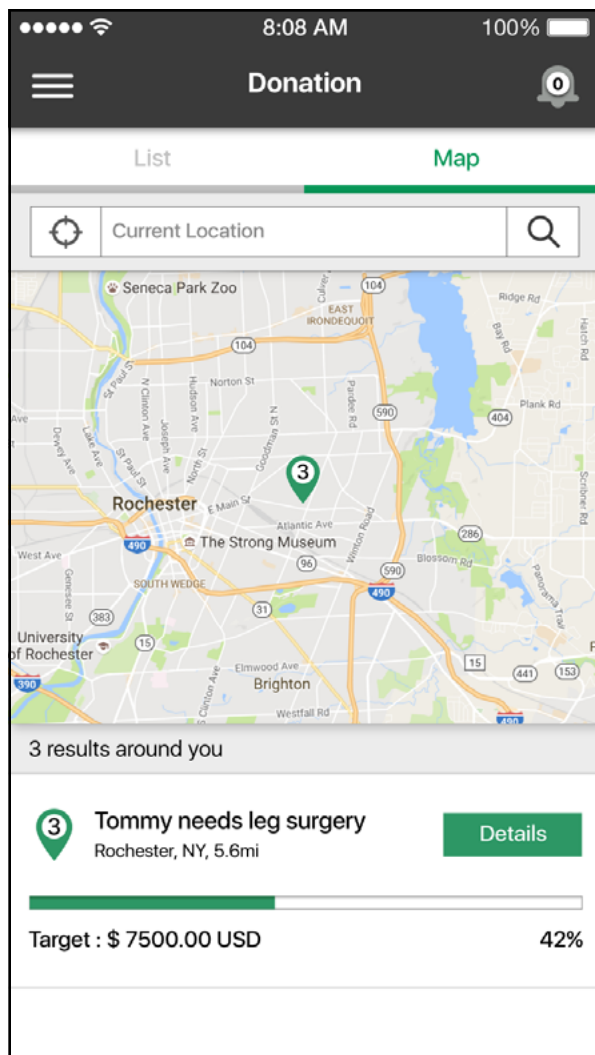
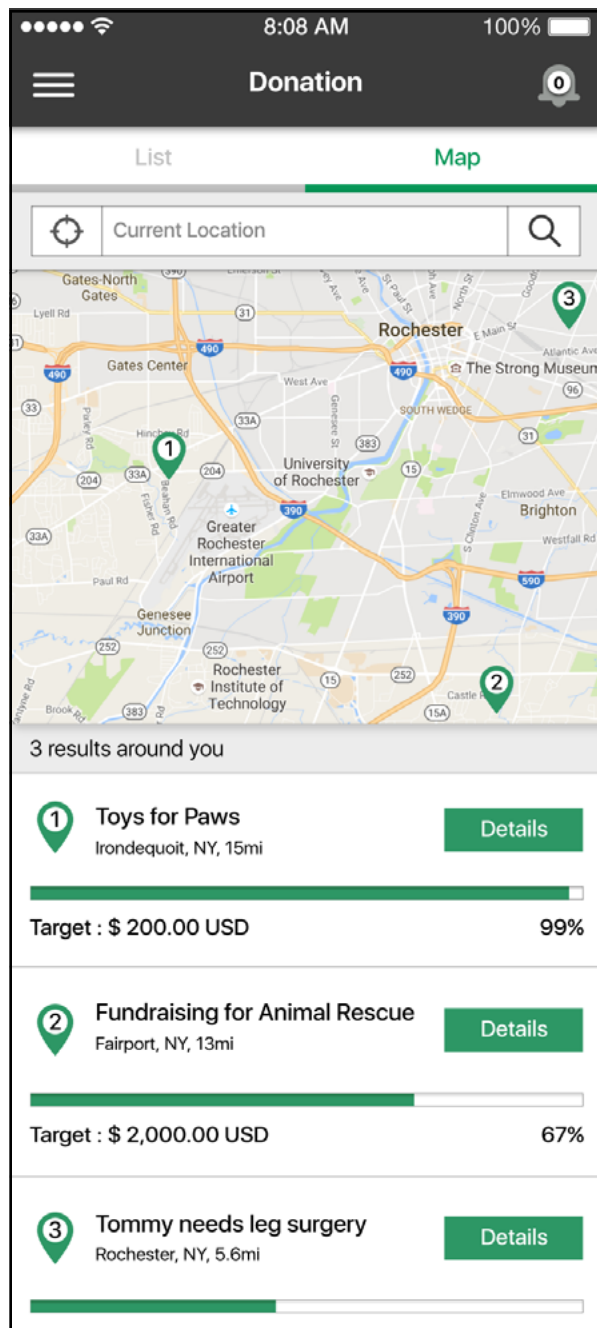
## My Dog



## Donation - List, Access Location Services

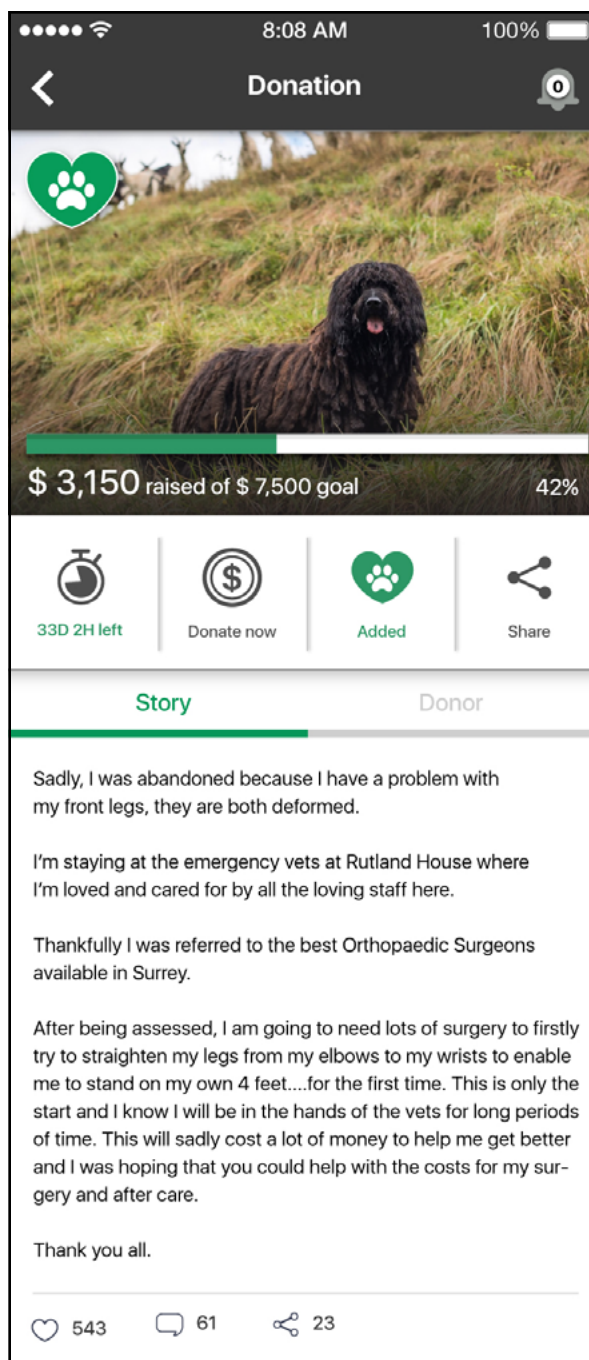
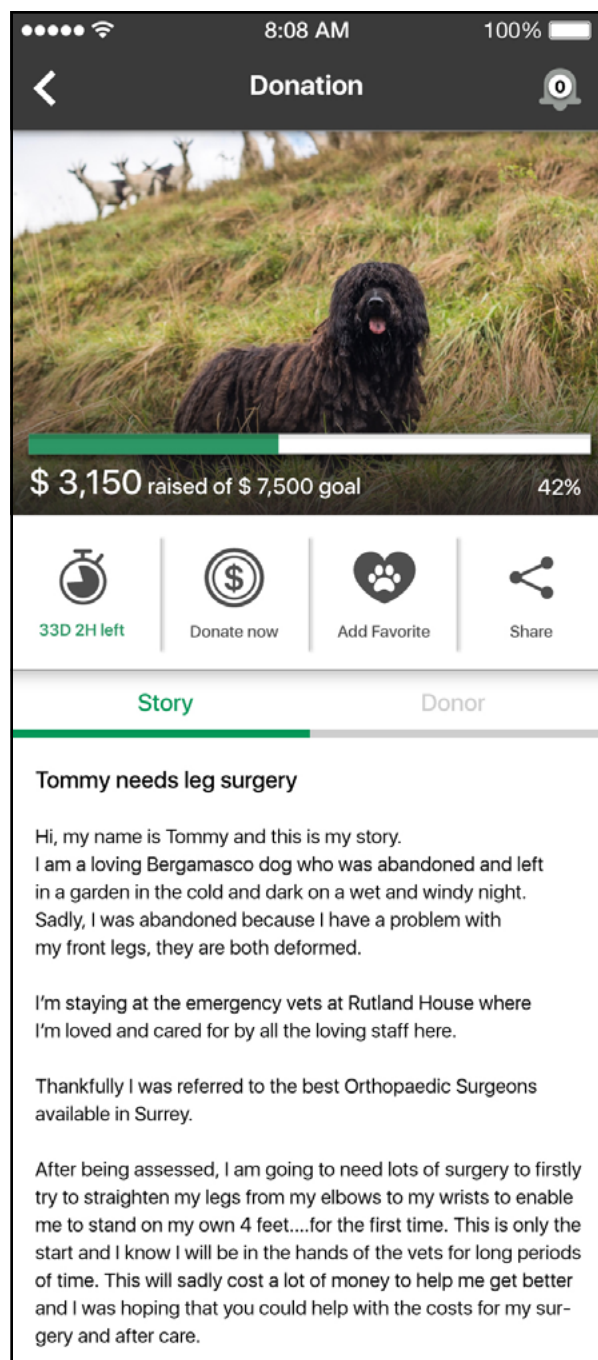


## Donation - Map

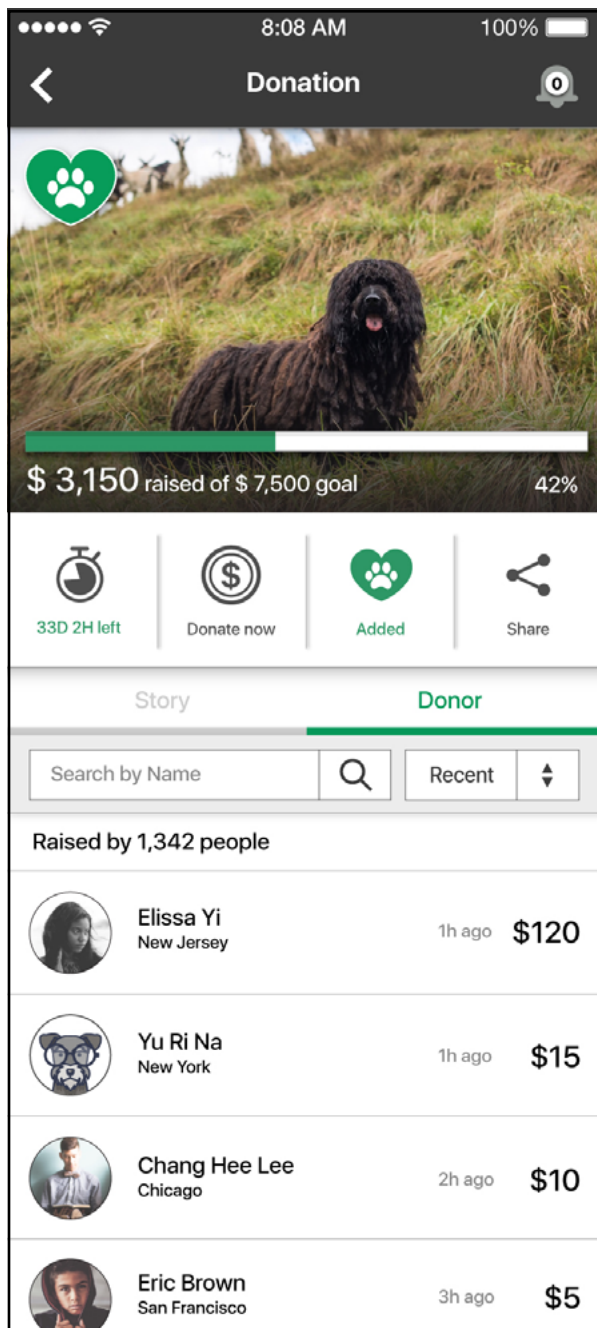




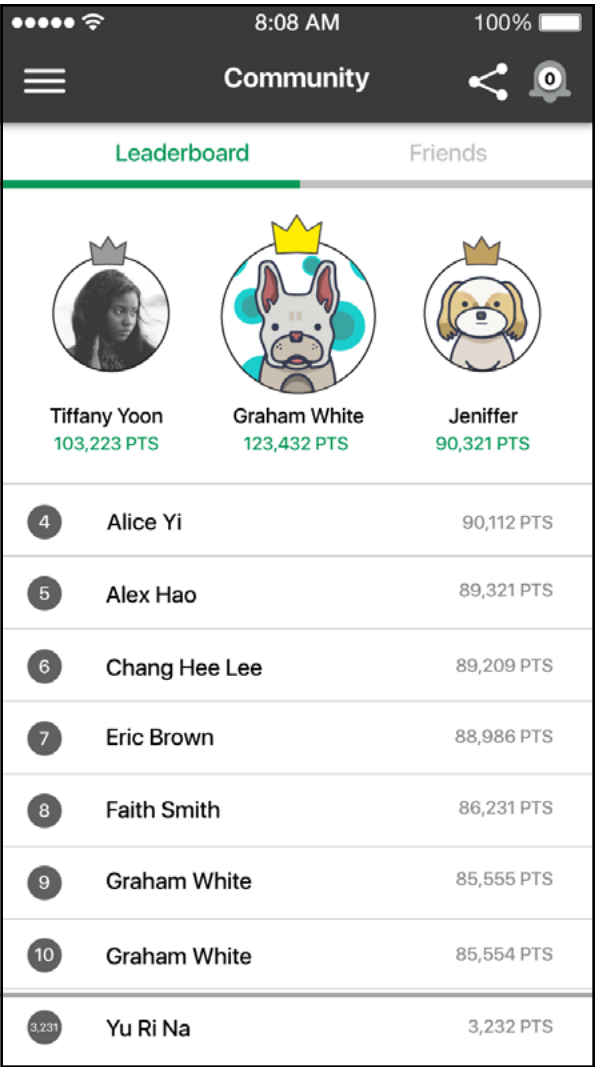
## Donation - Detail Page - Story



## Donation - Detail Page - Donor



Community - Leaderboard





Community - Friends

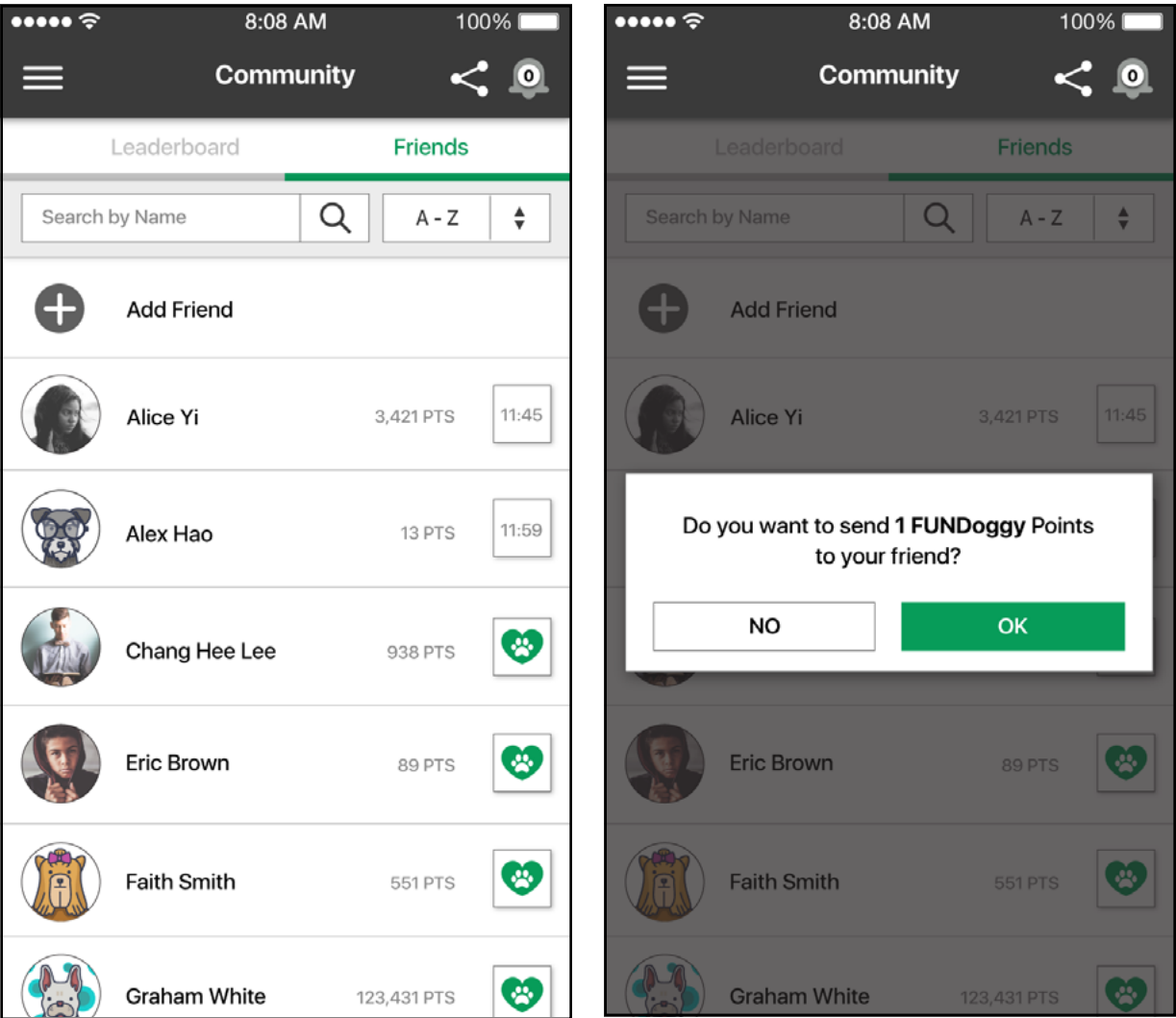


Figure 28. Final Prototype (page 79 - 106)

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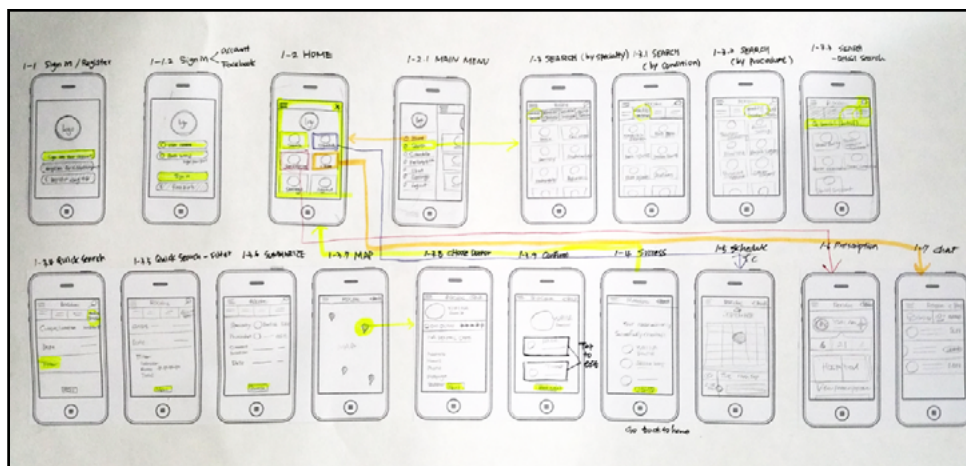
## Summary

# Usability Testing and Results

## Usability Testing

Usability testing was conducted to evaluate the FUNDoggy app and collect feedback from the target audience. Four instances of usability testing were conducted during the whole project, and four different methods of usability testing were employed.

Paper prototype usability testing (Figure 29) was completed in the initial phases of the project. The purpose of this test was to evaluate the initial concept and observe the reaction to the overall interface of the app. This simple test had an important role in determining the initial concept of the FUNDoggy app. Through this test, the target device for FUNDoggy was changed from iPad to mobile devices, and the concept of the app was changed from game to gamification. Moreover, the problem of the limitations of gathering information and photos of all shelter animals was realized in this stage. Therefore, the focus of the app was reduced from all shelter animals to shelter dogs.



**Figure 29.**  
Paper Prototype  
Usability Testing

In the middle of the project, simple usability was studied at the 2015 Imagine RIT festival. In this study, users answered a simple questionnaire (Figure 30) about the overall concept and navigation of the app.

### FUNDoggy Satisfaction Questionnaire

Please circle the numbers that most appropriately reflect your impressions about using the app.

- Overall concept of the app

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- Screen Layout

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- Information displayed on the screen

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- Logo

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- Icons

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- Arrangement of information on the screen

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- Tasks can be performed in a straight-forward manner

Terrible

1 2 3 4 5 6 7 8 9

Wonderful
- I would imagine that most people would learn to use this mobile app very quickly.

Strongly disagree

1 2 3 4 5 6 7 8 9

Strongly agree
- I felt very confident using this mobile app

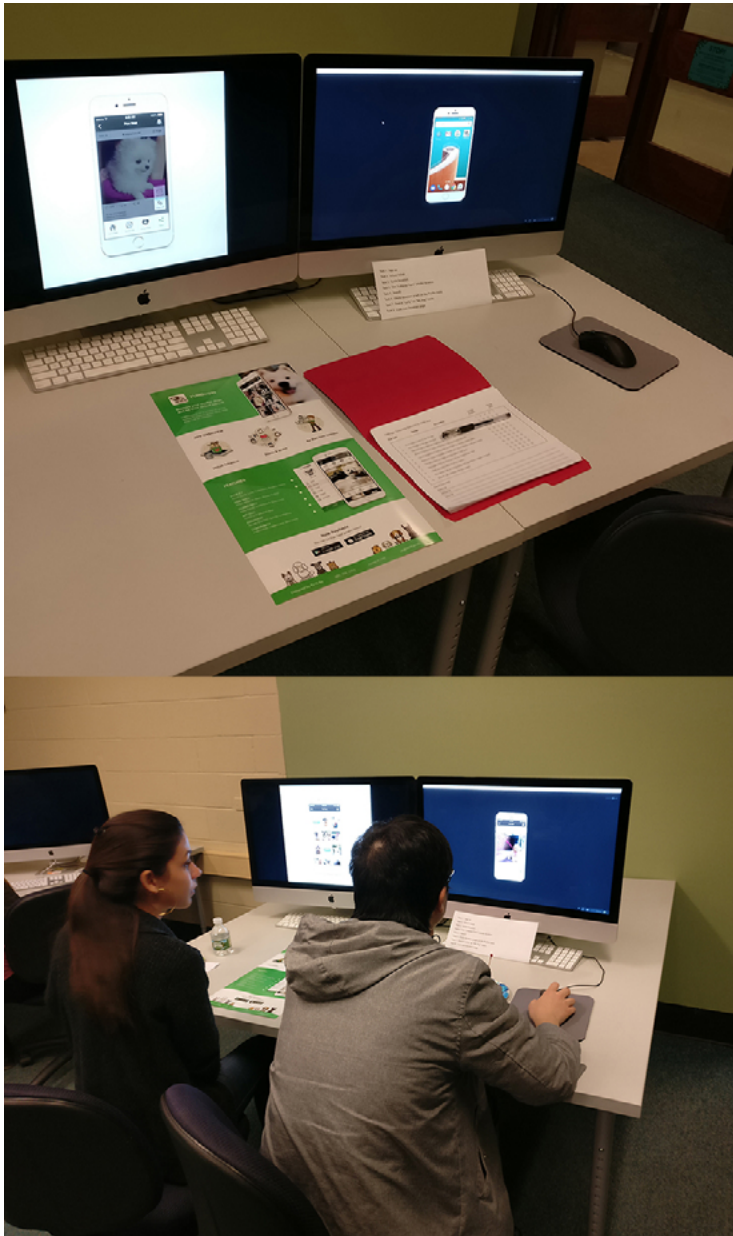
Strongly disagree

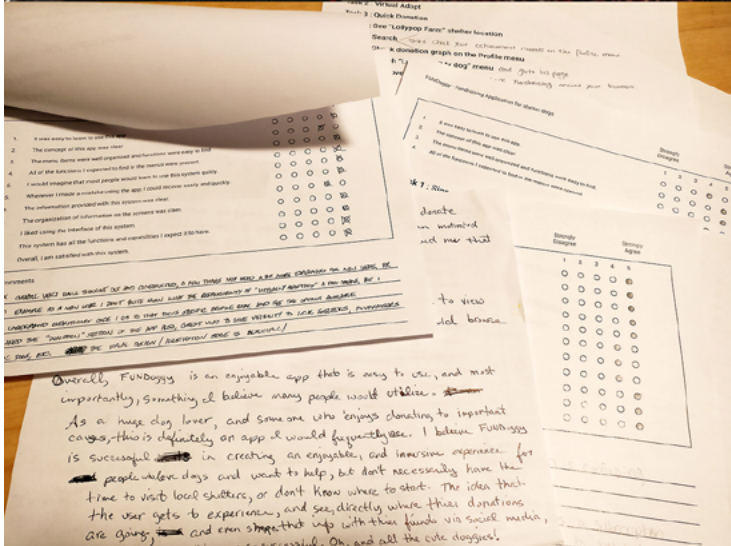
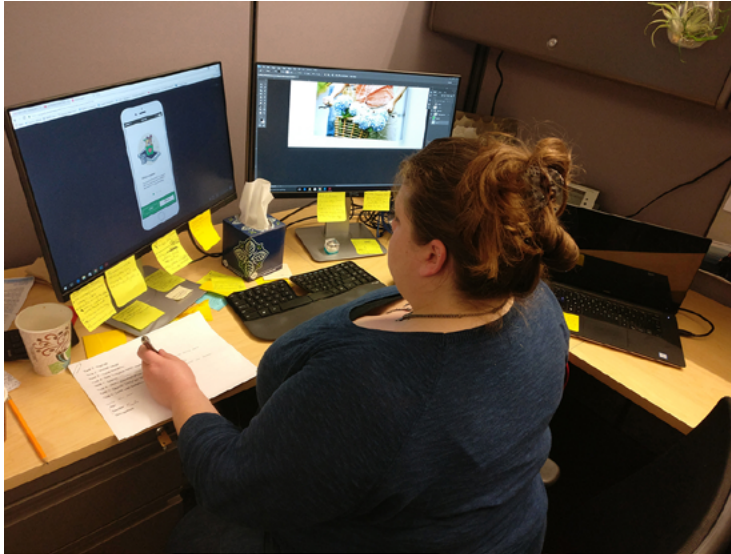
1 2 3 4 5 6 7 8 9

Strongly agree
- Comments !

**Figure 30.**  
Sample of Second Usability test

Finally, two different usability testings were conducted at the 2016 Imagine RIT festival and in my working area (Figure31). Verbal and written feedback was provided by a variety of users within target audience and by UI/UX designers.





**Figure 31.**  
Final Usability Test

Nine tasks were provided to users to explore the concept, terminology, navigation, contents, page layout, and functionality of the FUNDoggy app. An interactive prototype and demonstration video were displayed with the task sheet and questionnaire (Figure 31) to collect feedback.

## **9 Tasks**

Task 1: Sign up

Task 2: Virtual adoption

Task 3: Quick donation

Task 4: See “Lollypop Farm” shelter location

Task 5: Search something

Task 6: Check donation graph on the Profile menu

Task 7: Search “Luffy” on “My dog” menu

Task 8: Look over Donation page

Task 9: Look over Community page

# FUNDoggy - Fundraising Application for shelter dogs

	Strongly Disagree				Strongly Agree
	1	2	3	4	5
1. It was easy to learn to use this app.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
2. The concept of this app was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
3. The menu items were well organized and functions were easy to find.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
4. All of the functions I expected to find in the menus were present.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
5. I would imagine that most people would learn to use this system quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
5. Whenever I made a mistake using the app, I could recover easily and quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
6. The information provided with this system was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
7. The organization of information on the screens was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
8. I liked using the Interface of this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
9. This system has all the functions and capabilities I expect it to have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
10. Overall, I am satisfied with this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

## Overall Comments

Overall UX OVERALL VERY WELL THOUGHT OUT AND CONSTRUCTED, A FEW THINGS MAY NEED A BIT MORE EXPLAINING FOR NEW USERS, FOR

Navigation EXAMPLE AS A NEW USER I DON'T QUITE KNOW WHAT THE RESPONSIBILITY OF "VIRTUALLY ADOPTING" A DOG MEANS, BUT I

Contents UNDERSTAND EVERYTHING ONCE I GO TO THAT DOG'S SPECIFIC PROFILE PAGE AND SEE THE OPTIONS AVAILABLE.

REALLY LIKED THE "DONATION" SECTION OF THE APP ALSO, GREAT WAY TO GIVE VISIBILITY TO LOCAL SHELTERS, FUNDRAISERS

FOR SPECIFIC DOGS, ETC. ~~THE~~ THE VISUAL DESIGN / ILLUSTRATION STYLE IS BEAUTIFUL!

**Figure32.** Sample of final usability test

The complete set of questionnaires can be found in Appendix A2.



## Results

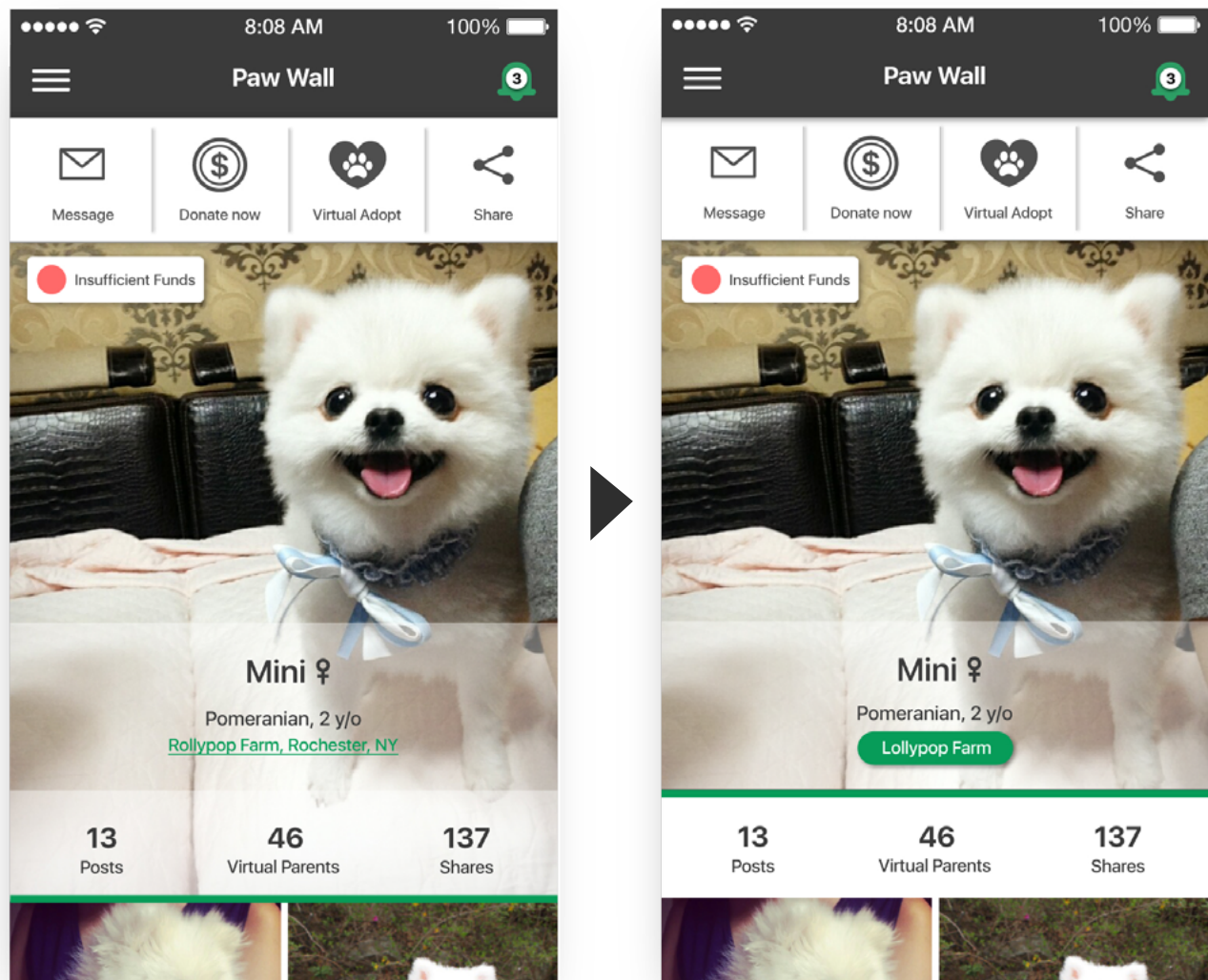
Overall, results were extremely positive and encouraging. However, some problems were discovered during usability testing. Below are select findings from the final test.

**Overall UX** Most participants liked the concept and design style. They noted that this app is enjoyable to use, easy to follow, clean, simple, and well organized. Users said that the app's UI and UX are great and most flows of the app work with normal expected behaviors.

**Navigation** Most participants completed their tasks well without any problems. There was a problem when some participants tried to find shelter information. They didn't know it is clickable.

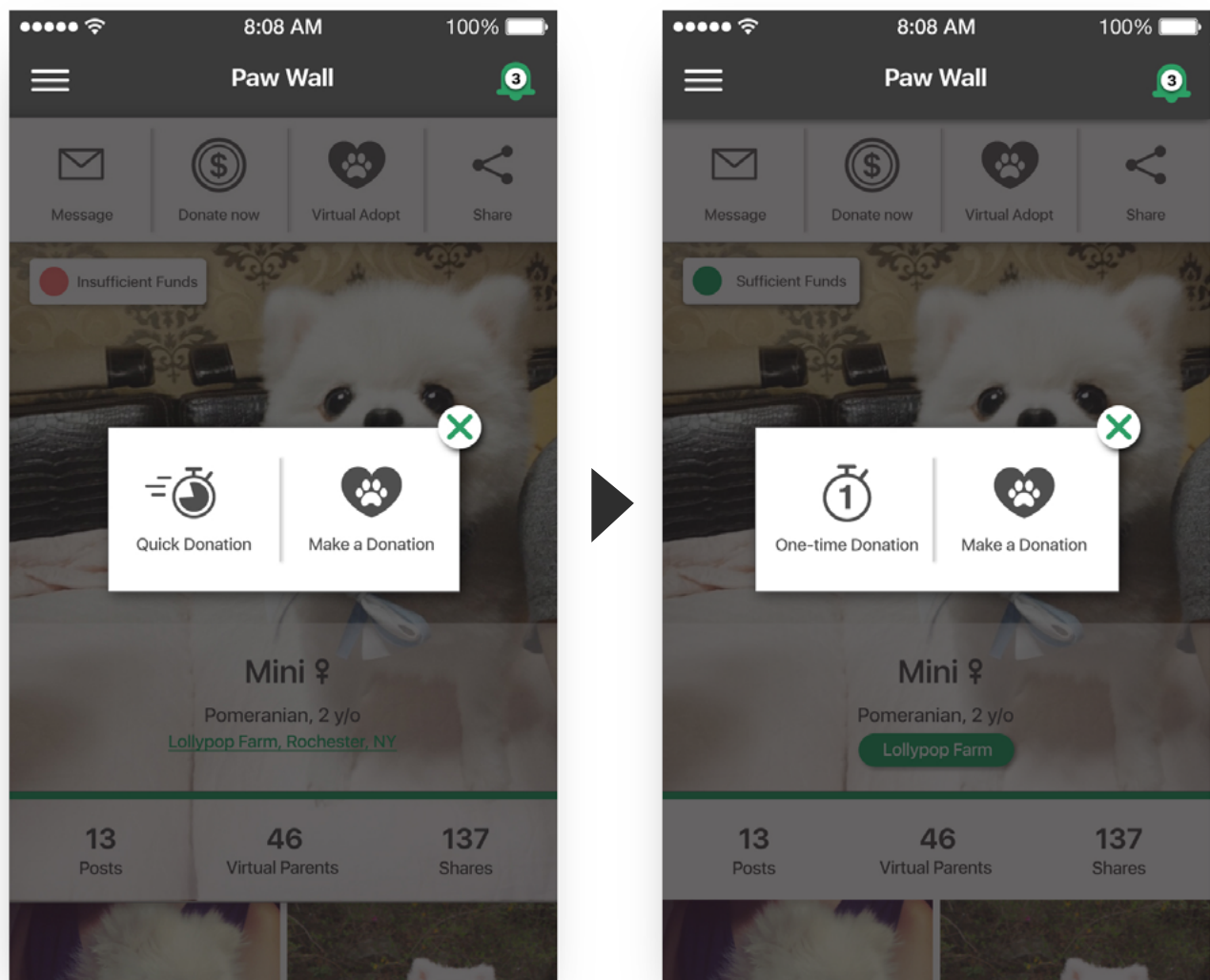
**Contents** Some people said the terminology of "Quick Donation" was confusing. They thought it was a subscription option. They wanted all links to work on the Invision interactive prototype. One participant said he didn't understand the responsibilities involved in virtually adopting a dog at first. Users liked they could see local shelters and specific fundraisers for individual dogs on the Donation menu.

Some changes were made as a result of the usability test findings. For example, the Shelter button developed to be more distinct from background (Figure 33).



**Figure 33.** Changed shelter button

The terminology of “Quick Donation” was changed to “One-Time Donation”  
(Figure 34).



**Figure 34.** Changed Donation Option

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## Final Demonstration Video

An Invision prototype cannot show detailed transitions from screen to screen or detailed interactive animations of each visual element. The FUNDoggy app demonstration video (Figure34) was made to offset this limitation of the Invision prototype. This approximately four-minute video was made of animations of each content area. This video is suitable for usability testing, but it is not sufficient for a blog or web portfolio because of its long length and large file size. Therefore, these animations should be displayed with each individual gif animation when uploaded to a blog or web portfolio.

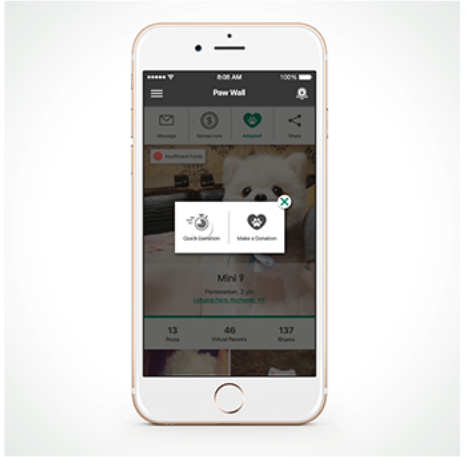
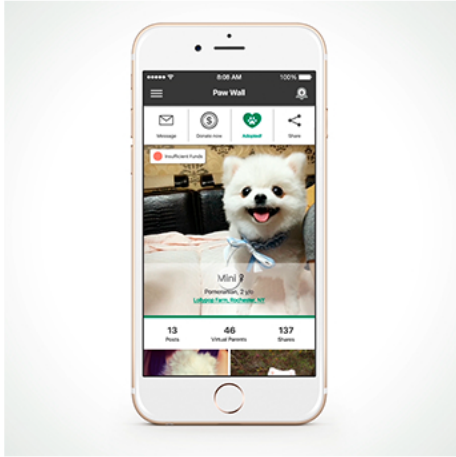
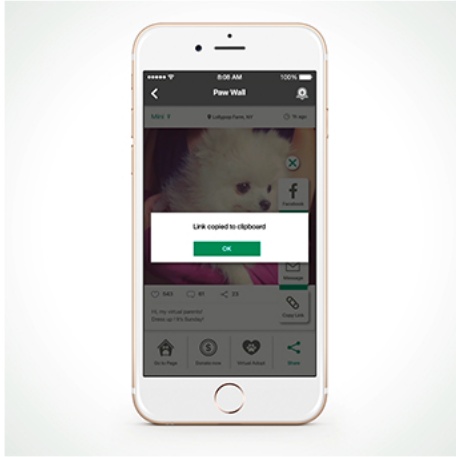
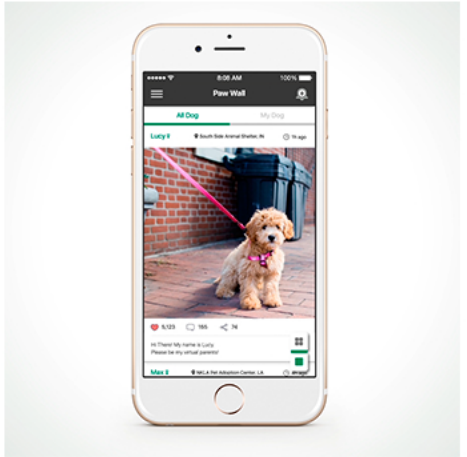
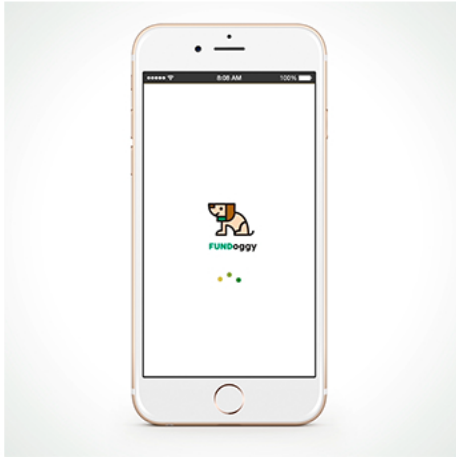
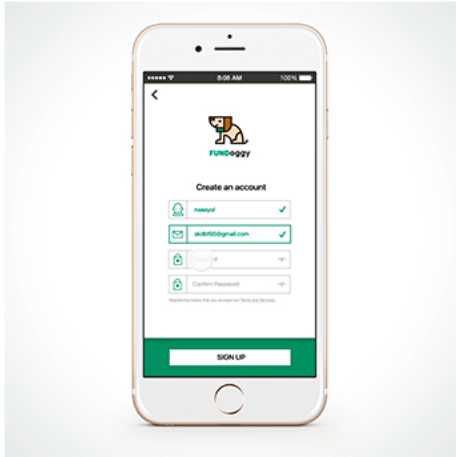
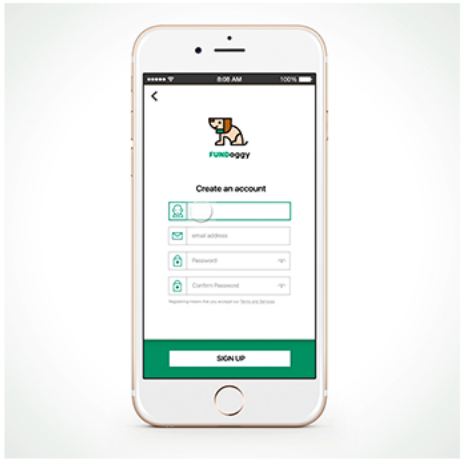
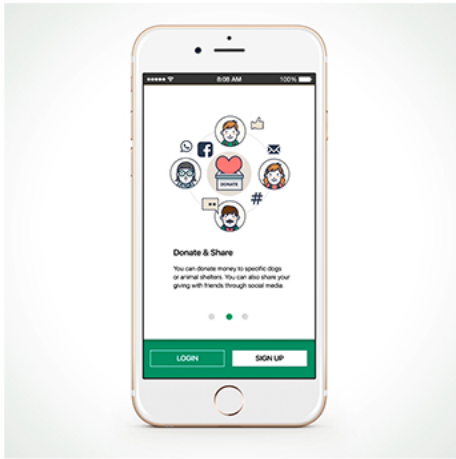
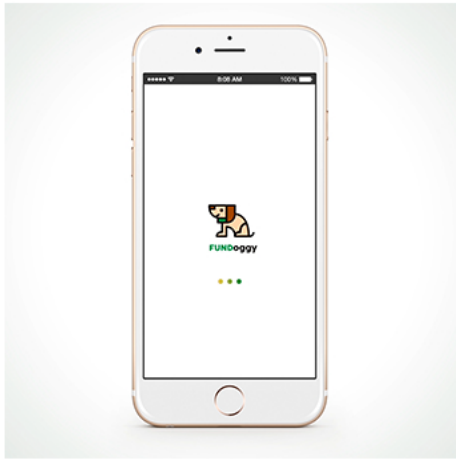
Examples can be found at the links below.

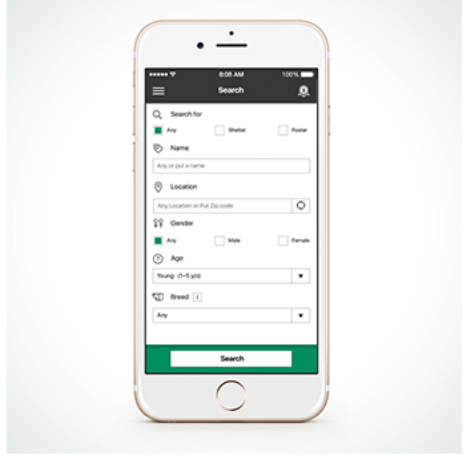
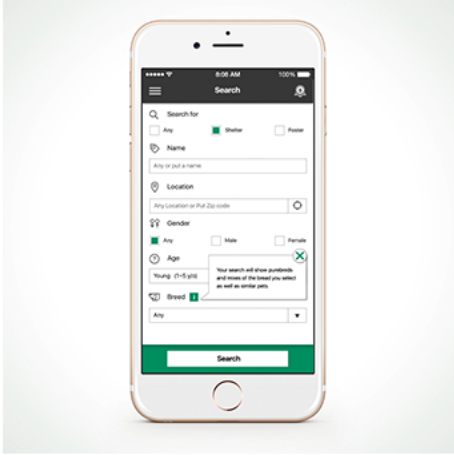
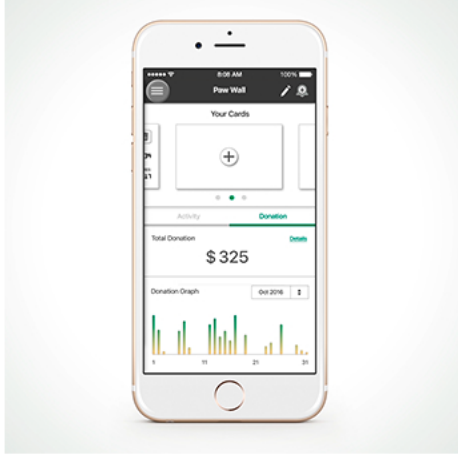
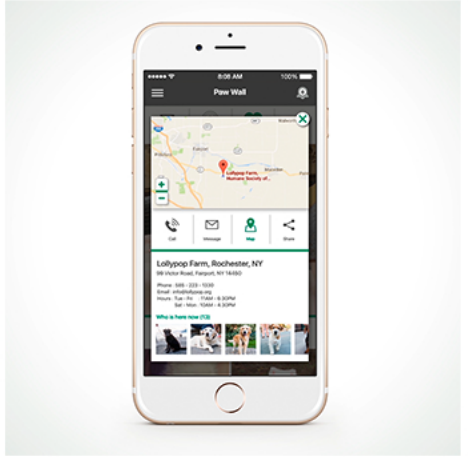
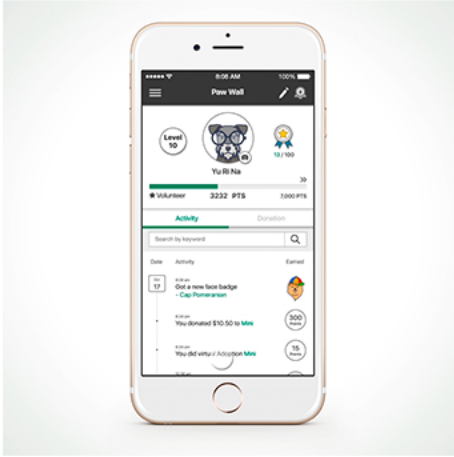
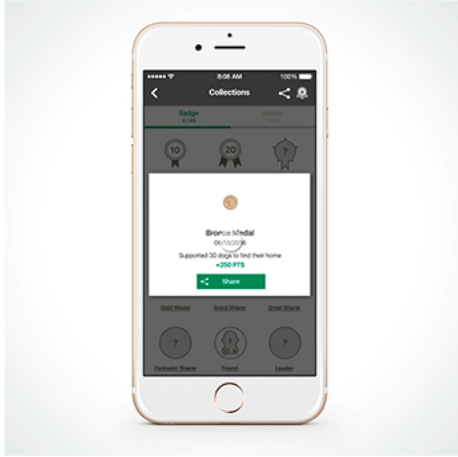
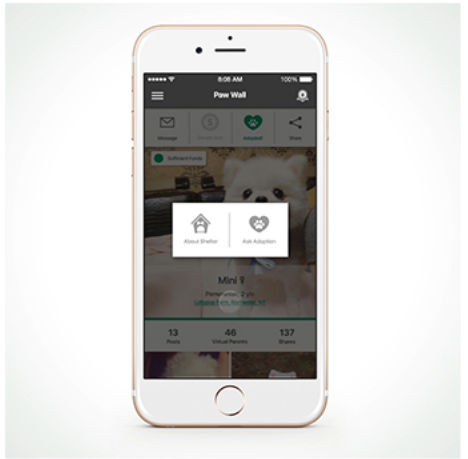
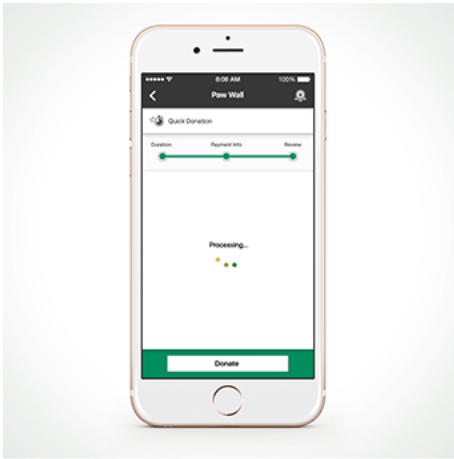
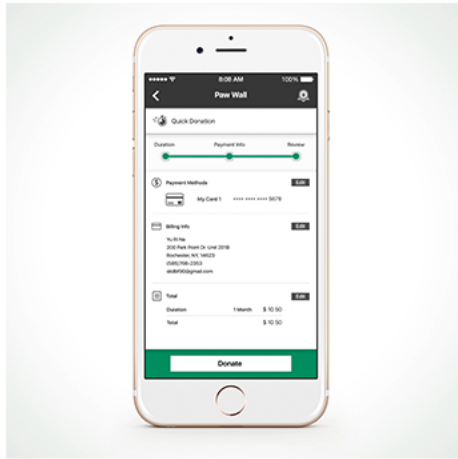
Link to FUNDoggy app gif animation:

<https://dribbble.com/naaayul/projects/464727-FUNDoggy>

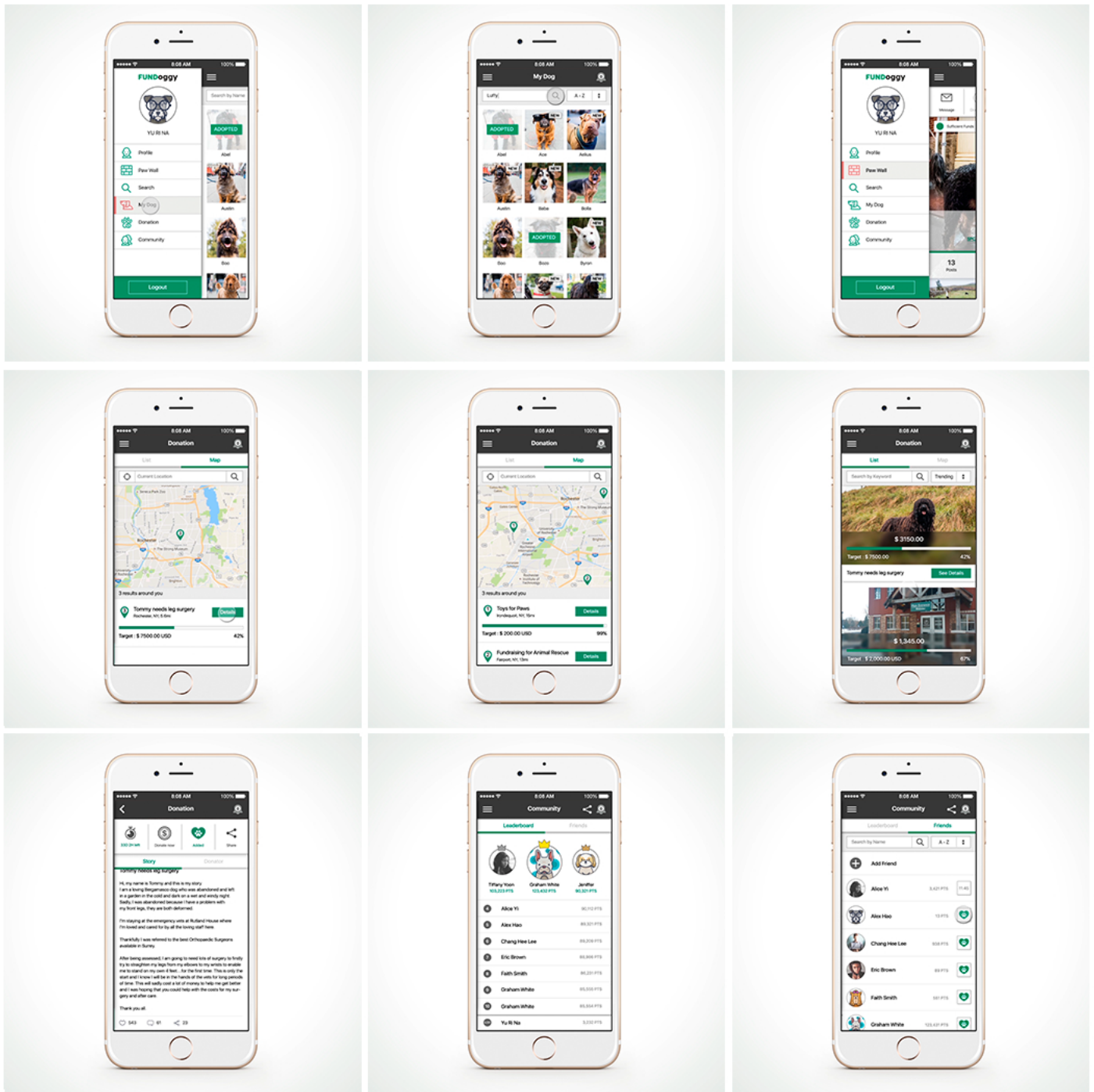
Link to FUNDoggy app demonstration video:

<https://youtu.be/Nay2dynsVFI>









**Figure 35.** Some snapshots of the FUNDoggy demo video

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## Conclusion



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## Conclusion

Two keywords of this project—gamification and social network services—have already been extensively praised for their extreme effectiveness as marketing tools. Therefore, numerous companies are trying to use them to increase their sales and profit. By contrast, most nonprofit animal shelters are still using old fundraising methods such as direct mail appeals, newsletters, and special outdoor events to attract donors.

This project was begun with the thought that fundraising methods should evolve to meet a new generation, using methods that help young people engage with charitable giving. This abstract idea became actualized through a comprehensive research and ideation process, and it became well-developed through four usability tests. As more research was done, the concept and idea underlying the app was changed often, and more in-depth research was needed. After the first usability test, the target device of the app changed from iPad to mobile device to help users access the app more quickly and easily. Furthermore, there were two notable visual changes to ensure the consistency of all visual elements and the concept of the app.

When the last usability test was conducted after the full research, design ideation, and design development process, overall feedback from target users was overwhelmingly positive. They were happy and satisfied to use the app and most answered that they would like to use the app. They also took a profound interest in helping shelter dogs. These reactions indicate a good start to evolving the charitable giving system in America. If some considerations are implemented in the future, this app will expected to play a significant role in helping to evolve and innovate within American giving culture.

## **Future considerations**

Vicky Pape, the director of development for Lollypop animal shelter, was interviewed for this project; she was highly optimistic about the app. However, she was concerned that it would create an unrealistic work load for each animal shelter, as they need to manage all of their dogs' individual pages. For the most part, shelters don't have many workers because most of them are nonprofit organizations. Thus, it will be necessary to search for a method to reduce the workload for each shelter in the future.

Second, the most important thing for donors is tracking where their money is and how their money is helping dogs. Of course, they can keep watching their dog's posts through FUNDoggy app and check on their dog's well-being, but this may not give satisfaction to all donors. Most animal shelters send their annual report to their donors every year. However, with FUNDoggy, it is not easy to show annual report, since the app serves numerous animal shelters and individual fosters all over the world. Finding a way to show some kind of annual report is needed.

Finally, the focus of FUNDoggy is limited to shelter dogs, but this app has the potential to be used for any shelter animals to encourage and spur interest in the culture of donating.

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## Appendix

## A1. Thesis Proposal

Thesis Proposal

### **FunDogRaising:**

Designing a strategic application using  
gamification for charity fundraising app  
for a nonprofit animal shelter

**Yuri Na**

School of Design  
College of Imaging Arts and Sciences  
Rochester Institute of Technology  
MFA Visual Communication Design  
Feb.24.2016

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## Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology  
College of Imaging Arts and Sciences  
School of Design  
MFA Visual Communication Design

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**Title:** FunDogRaising:

Designing a strategic application using gamification for charity fundraising app for a nonprofit animal shelter

**Submitted by:** Yuri Na

**Date:** Feb 24, 2016

### Thesis Committee Approval:

**Chief Thesis Adviser:** Nancy Ciolek, MFA Visual Communication Design

\_\_\_\_\_  
Signature of Chief Thesis Adviser

\_\_\_\_\_  
Date

**Associate Thesis Adviser:** Chris Jackson, MFA Visual Communication Design

\_\_\_\_\_  
Signature of Associate Thesis Adviser

\_\_\_\_\_  
Date

**Associate Thesis Adviser:** Lorrie Frear, MFA Visual Communication Design

\_\_\_\_\_  
Signature of Associate Thesis Adviser

\_\_\_\_\_  
Date

**MFA Thesis Candidate:** Yu Ri Na

\_\_\_\_\_  
Signature of MFA Thesis Candidate

\_\_\_\_\_  
Date

2016 Thesis Proposal

# Contents

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1. Abstract
2. Situation Analysis
3. Problem Statement
4. Review of Literature
5. Design Ideation
6. Methodological Design
7. Implementation Strategies
8. Dissemination
9. Evaluation Plan
10. Timeline
11. Bibliography

## Abstract

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The proliferation of new media is rapidly changing the world of philanthropy and new attempts to find effective methods of fundraising and developing relationships with donors are needed. Furthermore, today's trends indicate that the amount of giving by individuals has increased gradually, but the generation gap in donors is getting bigger.

Fundamentally, this thesis project will seek effective ways of attracting young donors and show how to maintain a continuous connection with them by using today's trending business and marketing buzzword, 'Gamification'. A Game's entertaining elements, problem solving challenges, interactive experience, and customer loyalty improvement are expected to make significant synergy when it is merged with fundraising. There is also a need for an in depth exploration of existing fundraising methods, where user interviews and surveys will be employed to identify the underlying problems. Finally, this study presents an understanding of game mechanics and outlines its strategic plan for a new fundraising app, designed for a nonprofit animal shelter to encourage pet adoption.

Through the analysis, this thesis project suggests solutions and ideas for a better UX design of a fundraising app which can engage people and draw their attention. Finally, based on this study, further research is required that reinforces role of a fundraising app for making a better world.

**Key words:**

Graphic design, UX design, UI design, Philanthropy, Charity, Online Fundraising, Fundraising App, Gamification, App design

**Web blog:**

<http://yuri-na-thesis.tumblr.com/>

## Situation Analysis

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The long history of philanthropy has ensured that the practice is now deeply rooted in the American culture; moreover, it has increased steadily through the years, as it has been influenced with factors such as market forces, public policies, and digital technologies. Today, the proliferation of new media is rapidly changing the world of philanthropy; for this reason, various attempts have been made to seek effective fundraising methods for nonprofit organizations by using new media methods.

In 2014, the ALS Ice Bucket Challenge had great success. The videos were posted online and they contained images of happy participants that were being drenched and donating their money to help others. Seemingly, these videos played an important role in motivating others to do the same. By this great example, we have known that integrating gamification into fundraising can make it more engaging and rewarding for target audiences; in addition, it benefits nonprofit organizations that may depend on such donations.

The concept of gamification is expected to be a great medium for this study. Gamification is the process of solving problems and engaging users by incorporating game thinking and game mechanics. Today, people can easily engage in a game without the limitation of time and space by using personal digital media. Subsequently, they become accustomed to mechanisms used in the game. This learning leads them to apply the game's entertaining elements, problem solving challenges, interactive experience, and customer-loyalty improvement to a non-game context.

Moreover, good game mechanics such as points, levels, challenges, virtual goods, gifting and charity, and leaderboards can



help people interact with their basic human desires; further, it covers parts of intrinsic and extrinsic motivation. When building such games, they ought to be made more engaging and rewarding for target audiences to encourage them to help non-profit organizations.

## Problem Statement

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According to a new report by the Charities Aid Foundation (CAF) and Vristol University, the amount of money that donors give to charity has increased between the years 1978 and 2010. Interestingly, more than half of all donations to charity are made those aged over 60 years. Indeed, this statistic shows the difference in the generation gap that seems to be growing. For this reason, a new paradigm that would apply familiar concepts for those aged under 30 is needed to encourage and spur interest in the culture of donating. Despite the fact that the culture has grown over the years, there could be concerns that the younger generation is not embracing it as compared to the older generation. Hence, for nonprofit organizations to continue growing and benefiting unfortunate people, the culture ought to be encouraged among youth. Since youth have been known to be affiliated with game mechanics and digital media, inventing a gamification app that speaks to the importance of donating ought to be encouraged too.

Tim Longfoot, managing director of the agency Open Fundraising, said that 20 percent of online donations come from mobile devices, notably smartphone and tablets. Also, one recent study from Blackbaud suggests that 62% of generation Y(age 18-32 as of 2013) would give money by mobile device. Therefore, social media sites, SMS messages, and QR codes are becoming more and more important for generating donations to nonprofit groups, but nonprofits need to improve their handling of donations made from mobile phones.

The goal of this study is to design a strategic application plan using gamification for a fundraising app for a nonprofit animal shelter in order to promote young people to engage in charitable giving. This will demonstrate how design can present the opportunity to

narrow the gap of participation of charitable giving between aged over 60 and aged under 30. In the same way, the aim is to reduce this generational gap in order to make it possible for many people to practice the culture of giving.

This thesis study will concentrate on discovering and applying effective game mechanics which are proper to fundraising. Therefore, this study is expected to brew significant synergy of combining game mechanics with an online fundraising app. In other words, the aim is to build an app that enables young people to know the importance of giving and involve them in games that support the act of donating.

## Review of Literature

1. Gamification
2. UX/UI Design
3. Philanthropy
4. Fundraising
5. Psychology
6. Marketing Campaign

## **Gamification Book**

### **Gamification by design**

By Zichermann, Gabe, Cunningham, Christopher  
O'Reilly Media. 2011

This book explains the basics of design strategies and tactics of integrating game mechanics into any kind of consumer-facing website or mobile app. This book is written for people who want to know about gamification but who may be unfamiliar with the term. This book is an introductory path for understanding player behaviour and the mechanics of motivations in playing a game repeatedly and extending those concepts to more varied fields. The book also provides some case studies and gaming codes for people who are not familiar with this concept. This book provides a useful study of understanding the process of game-thinking and game mechanics to engage users and solve problems.

### **Game On: Energize Your Business with Social Media Games**

By Radoff, Jon  
New York : Wiley Publishing, Inc., c2011

This literature explains how techniques of social games can be used by businesses as money-making tools. By showing real-world scenarios as examples, it reviews what works and what doesn't. The book also guides the process of game design while focusing in the design analysis, and creation for game designers. Using this book as a reference is the way to figure out process and details of game design and how social games can be put into my project.

**Gamification****Video****Gaming can make a better world**

Jane McGonigal

Filmed February 2010 at TED2010

[https://www.ted.com/talks/jane\\_mcgonigal\\_gaming\\_can\\_make\\_a\\_better\\_world#t-8684](https://www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world#t-8684)

Jane McGonigal is a game designer and who has been making games online for 10 year. Her goal for the next decade is to make it as easy to save the world in real life as it is to save the world in online games. She shows several games she made and explains game mechanics and psychology about game players.

## Scholarly Journals

### Gamification and service marketing

By Roger Conaway\* and Mario Cortés Garay

School of Business, Monterrey Institute of Technology, Campus San Luis, SanLuis Potosi 78216, Mexico. November 4. 2014

This journal illustrates the development of the gamification concept with business applications. The journal can help company managers who wish to use a gamification platform to their project in the future. The authors demonstrates four possible features in gamification platform that the authors found by the survey results. Studying this scholarly journal can assist to prove a great research possibility of my subject matter by showing today's hottest business buzzword gamification with specific statistics and surveys. Also, the journal can help to find some connections between gamification and marketing areas and it supports to figure out effective way to apply concept of the gamification to marketing campaign.

## UX/UI Design Book

### **Designing Apps for success : Developing Consistent App Design Practices**

by David, Matthew, Murman, Chris  
Taylor and Francis, February 2014

This book provides more sophisticated experiences and skills in mobile application development, responsive web design, and cross-platforms to web and app developers and designers. It can be a good guide to the app design process from getting started with ideas, learning technologies that one I can use to build an app, and how to promote the app.

### **Don't make me think**

by Steve Krug  
Peachpit, 2000

This book is mainly about human-computer interaction and web usability. Krug provides many before and after examples to show how a few changes can enhance a Web site's usability. The illustrations reinforce the concepts covered as well as how visitors use and read a Web site. This book will help to design an effective app for my target audiences.

### **User Experience Design**

by Luke Miller  
Grand Central Publishing, January 6th 2015

Luke Miller is a user experience designer and researcher living in Brooklyn. He has great insight into the mind of the user as well as responses that are apt and appropriate. His examples are approachable and incredibly informative. With the real life examples and reflection on UX practices, this book helps prepare the reader to be a successful UX designer.



**Philanthropy  
Book**

**Creative Philanthropy: toward a new philanthropy for the twenty-first century**

By Anheier, Helmut K.  
London; New York: Routledge, 2006

This book demonstrates a brief history of conventional philanthropy and current creative philanthropy. Moreover, it compares creative and conventional philanthropy for analysing weak point and strong point for emphasizing necessity of creative foundation. In my study, I need background knowledge of America philanthropy to understand my subject matter. This book will enable to better understand philanthropy and fundraising system.

## **Fundraising Book**

### **Yours for the Asking: An Indispensable Guide to Fundraising and Management**

By Levy, Reynold

Hoboken, N.J. : John Wiley & Sons, c2008

This book explains how to power up fundraising and how to persuade people to give money—lots of money—to worthy causes. It should be required reading for boards of directors and senior staff of non-profit organizations for exploring an organization's future in fundraising and understanding its long-term trends. There are many lessons to be learned from the author's fundraising experiences, and I could apply some of these lessons to my project.

### **250+ Fundraising Ideas for Your Charity, Society, School and PTA**

By Paige Robinson

Nell James Publishers, January 14, 2011

This book is an essential book for anyone raising money for variety areas. It contains over 250 practical and effective fundraising ideas. This book also looks at how to use outside businesses effectively as well as social networking sites and the Internet. The author is an avid fund-raiser for her children's primary school, local hospice and national charities. Based on her experiences, this book not only shows how to raise money for non-profits but will also give inspiration for other fund-raisers with their money raising activities.

**Psychology****Video****7 ways games reward the brain**

By Tom Chatfield

Filmed July 2010 at TEDGlobal 2010

[https://www.ted.com/talks/tom\\_chatfield\\_7\\_ways\\_games\\_reward\\_the\\_brain/transcript?language=en#t-505000](https://www.ted.com/talks/tom_chatfield_7_ways_games_reward_the_brain/transcript?language=en#t-505000)

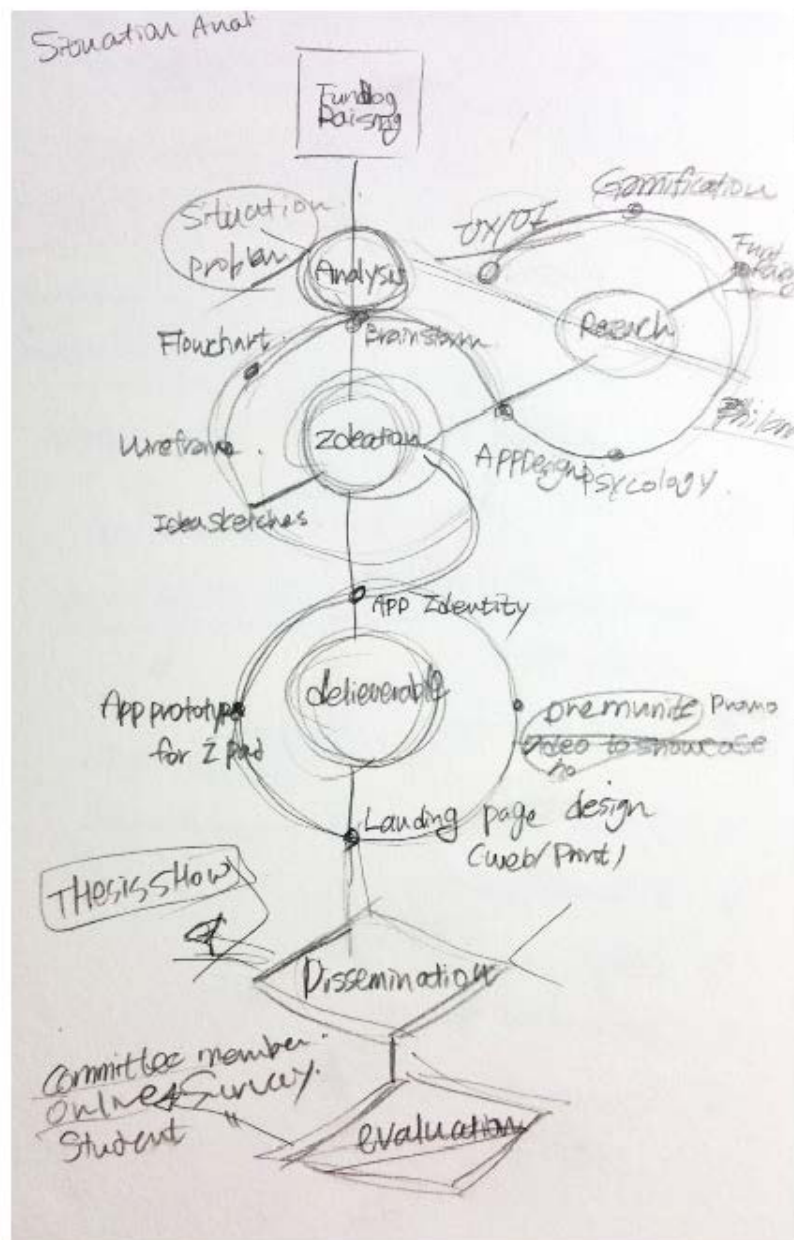
Tom Chatfield thinks about games — what we want from them, what we get from them, and how we might use our hard-wired desire for a gamer's reward to change the way we learn. In his speech, he shows how people can take lessons from games and use them outside of games. He says the importance of "engagement". It's about how individual engagement can be transformed by the psychological and the neurological lessons we can learn from watching people that are playing games.

**Marketing  
Campaign****Book****The Best Digital Marketing Campaign in  
the World 2**

By Ryan, Damian  
Kogan Page Ltd. March 2014

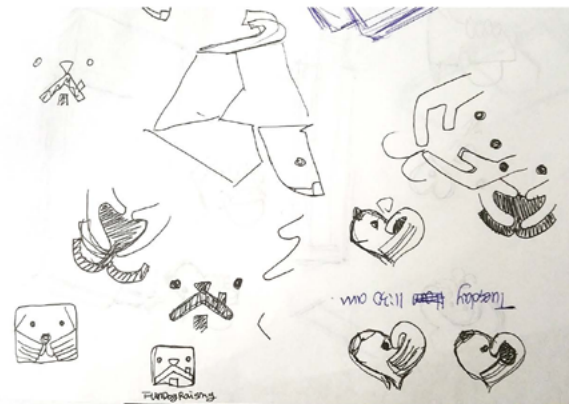
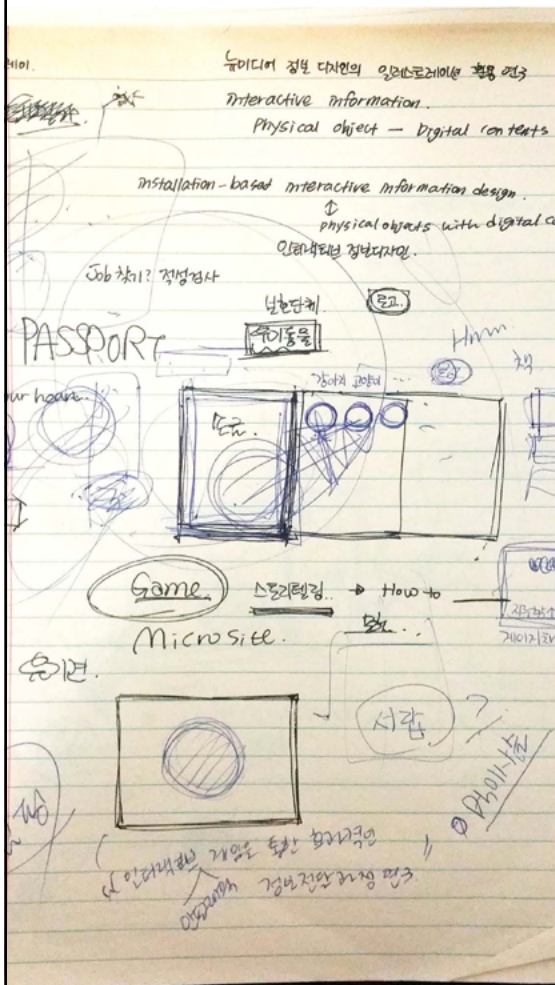
This book delivers a diverse and educational range of digital marketing experiences to the readers. It shows 40 well-organized in-depth case study of digital marketing. It pinpoints main keys to make successful campaign by showing each of the campaign's detailed target audience, descriptor, goals, budget, action, results and lessons. This will be a valuable resource for my research to investigate how to make a successful campaign.

## Design Ideation



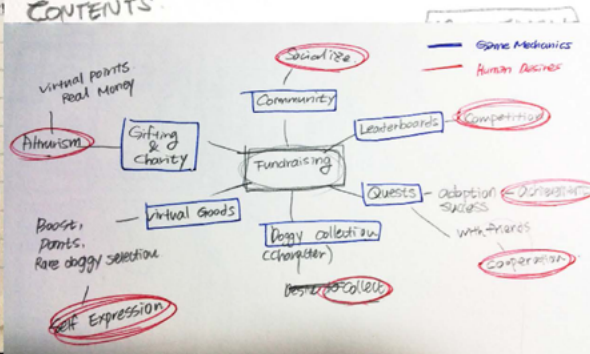
## Design Ideation

### Brainstorming/ Idea sketches



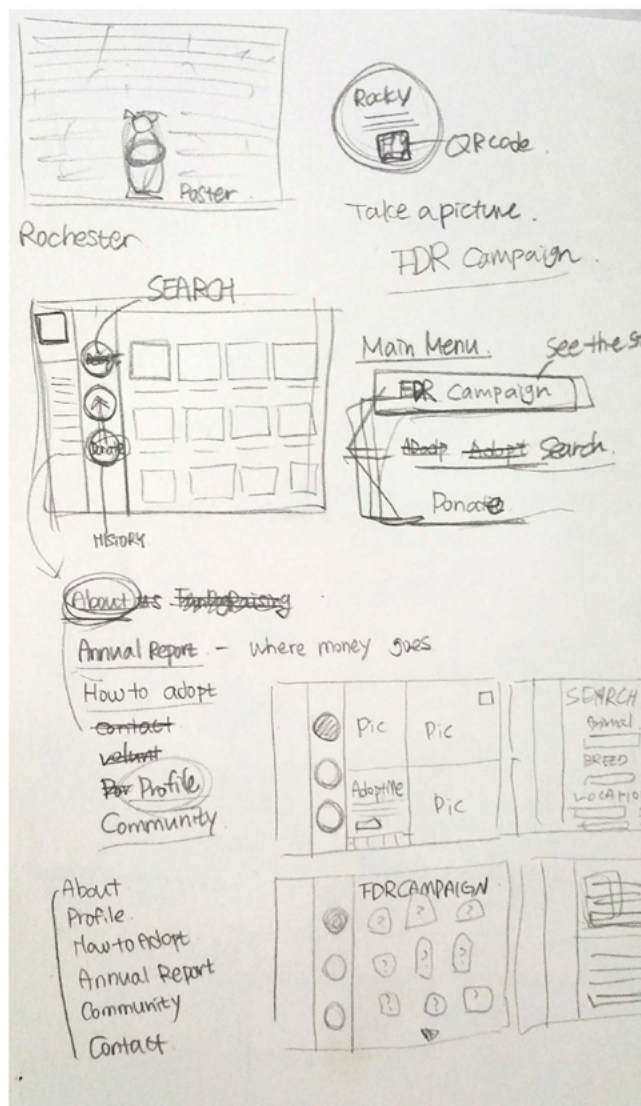
- ① Challenge → achievement
- ② Virtual Goods → Self Expression
- ③ Leader Boards → Competition
- ④ Gifting & Charity → Altruism
- ⑤ ~~Share~~ Share → 자랑

### CONTENTS



## Design Ideation

### Brainstorming/ Idea sketches



## Thesis Proposal

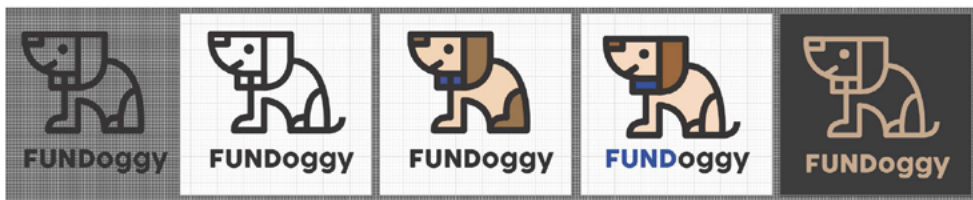
FUNDRAISING

FunDoggY

YORI

FunDoggY

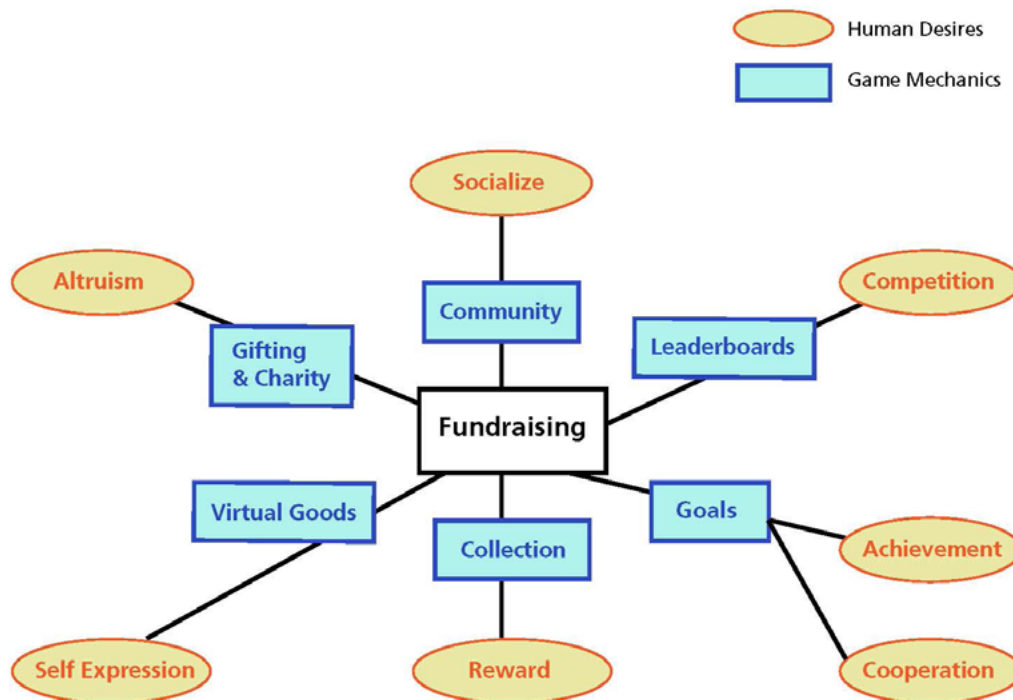
FundRaiser





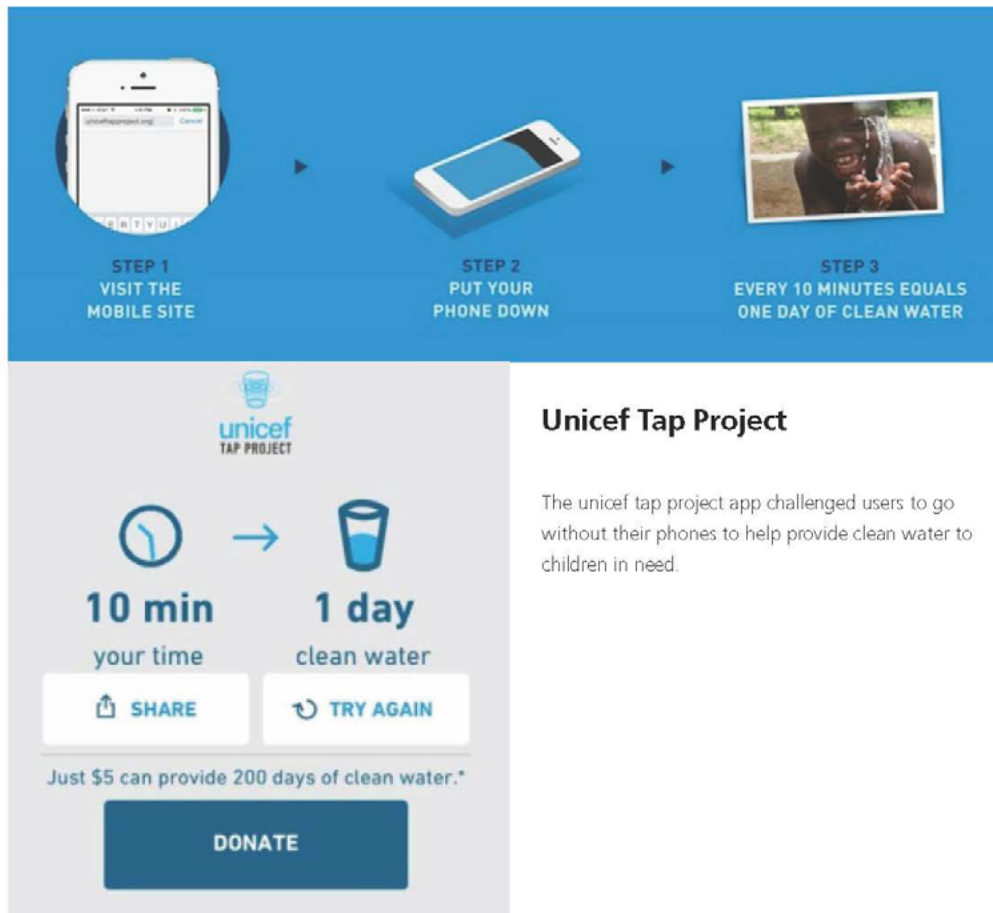
## Design Ideation

Brainstorming/  
Idea sketches



## Design Ideation

### Concept



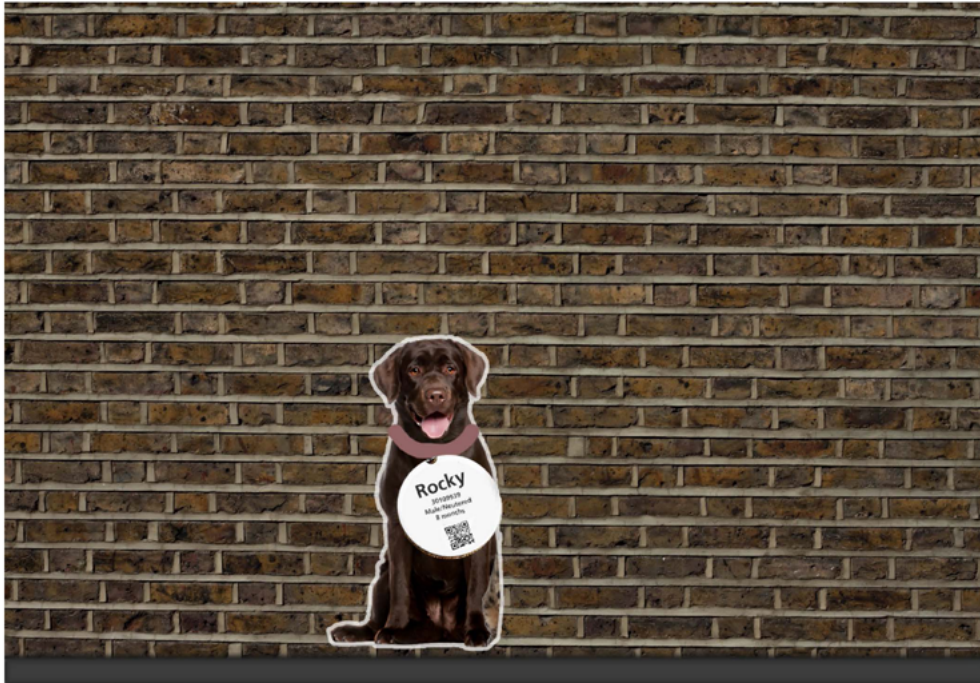
### Unicef Tap Project

The unicef tap project app challenged users to go without their phones to help provide clean water to children in need.

## Design Ideation

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### Concept



### FUNDog Campaign - Outdoor

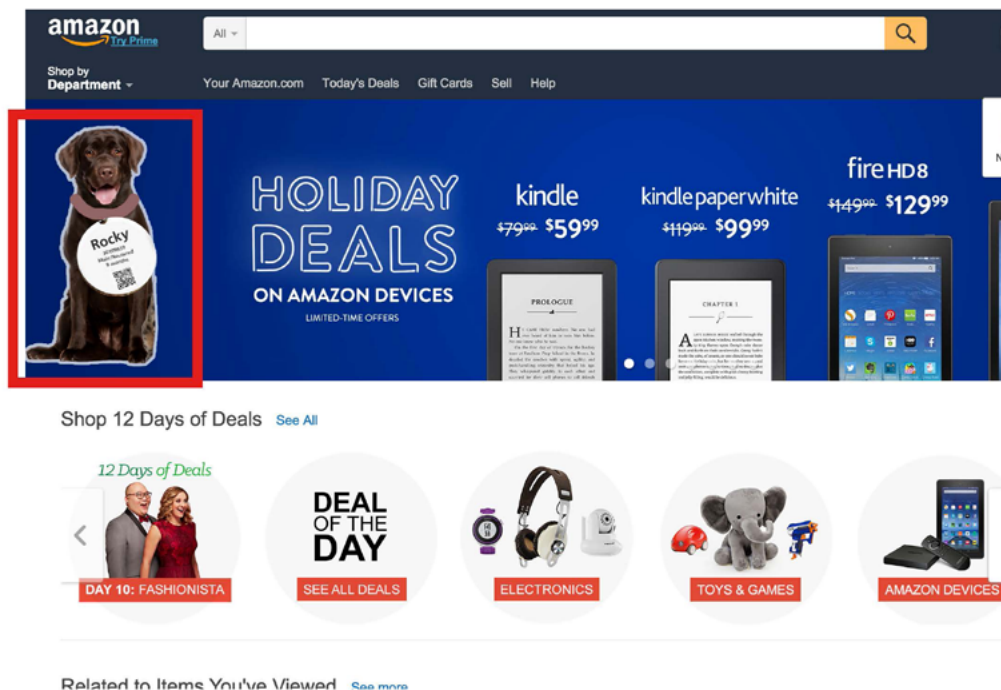
Attach campaign poster to wall, bus stop, building, and busy places in the Rochester area.

Individuals can scan QR code on the poster, then they can download the app.

When people who have the app scan QR code on the poster, they can see the story of dogs and collect some points.

## Design Ideation

### Concept



### FUNDog Campaign - Online

Use online banner advertisement which is linked to the app promotion page.

User can download the app from the page.

## Design Ideation

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### Concept

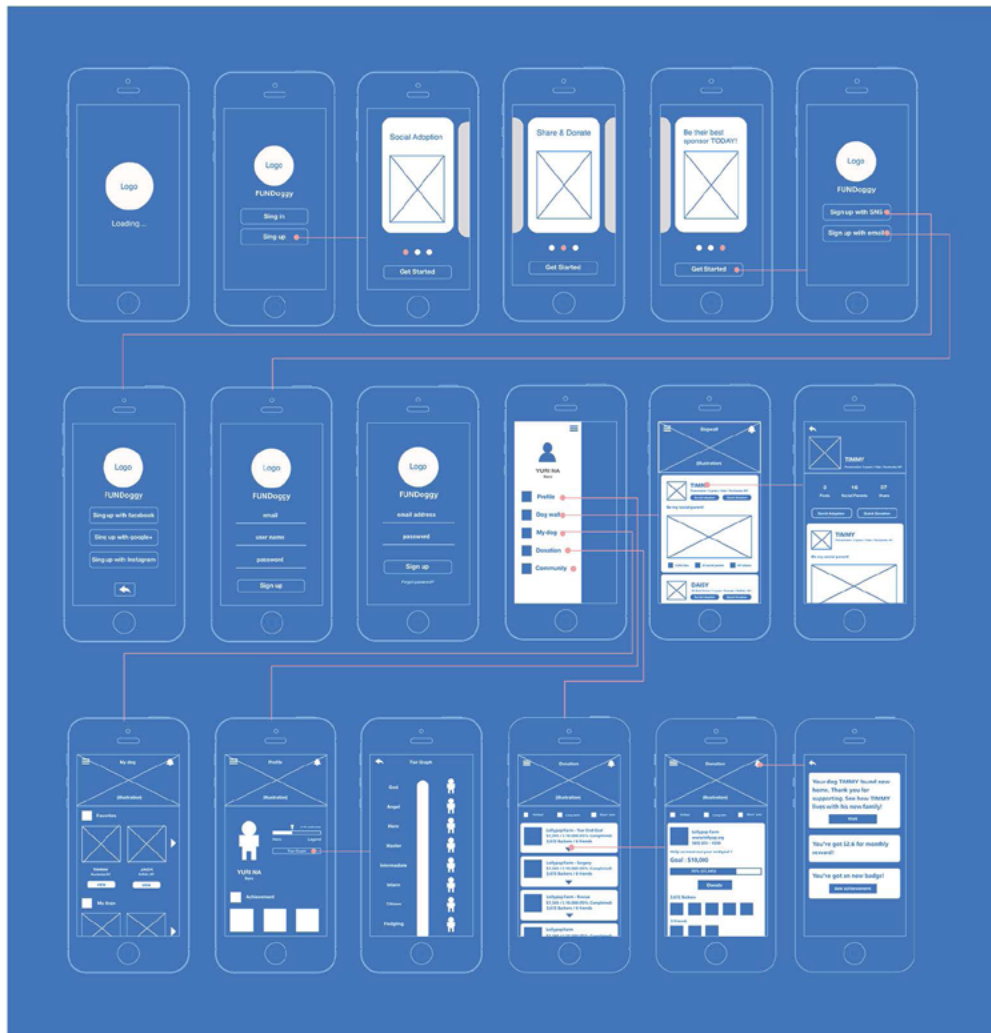


### FUNDog Campaign Poster

Different abandoned dogs with different stories.  
People can find them here and there in their area.

# Design Ideation

## Wireframe



## Design Ideation

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### Wireframe

#### FUNDog App Wireframe

The main concept of this app is Dog SNS. The difference between standard SNS and this app is that rather than following on social media, the user can do virtual adoption. Once the user does virtual adoption, they become virtual parents of a specific dog. They also can support these dogs while they wait for adoption and check on the dogs' well-being.

The app has 5 main menus.

#### Profile

The user can see how many points they have, and which class they are in. They also can check their donation history, achievement badges, and tier bar. Tier bar will show how many points are needed for the next class.

#### Dogwall

The Dog wall is similar to Newsfeed on Facebook. The User can meet dogs in a shelter here. The User can see a specific dog's picture, the dog's information, and how many virtual parents dog has. They also do virtual adoption and quickly donate.

#### My dog

The user can see their dogs and visit their page here.

#### Donation

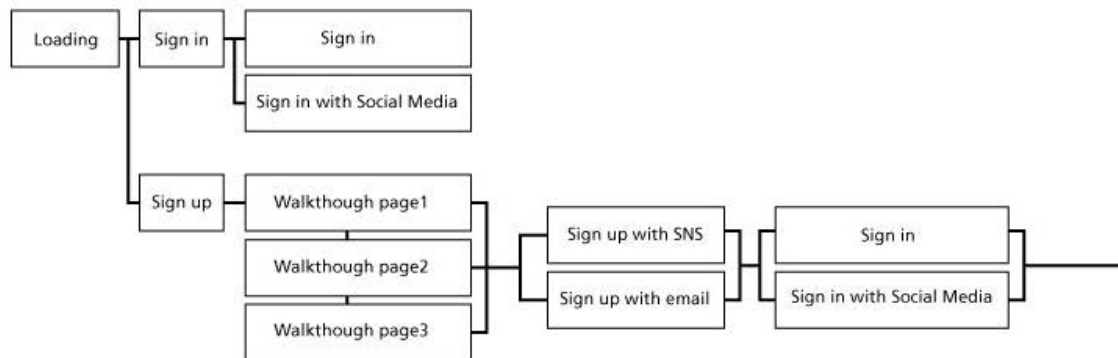
Animal shelters can do fundraising here. For example, they can do long term fundraising for reach their year end goal, or short term fundraising for raise surgery fees for sick and injured animals. All users can participate in these fundraising activities and reach the goals together.

#### Community

Users can see the leaderboard, send some points to their friends, or invite friends.

## Design Ideation

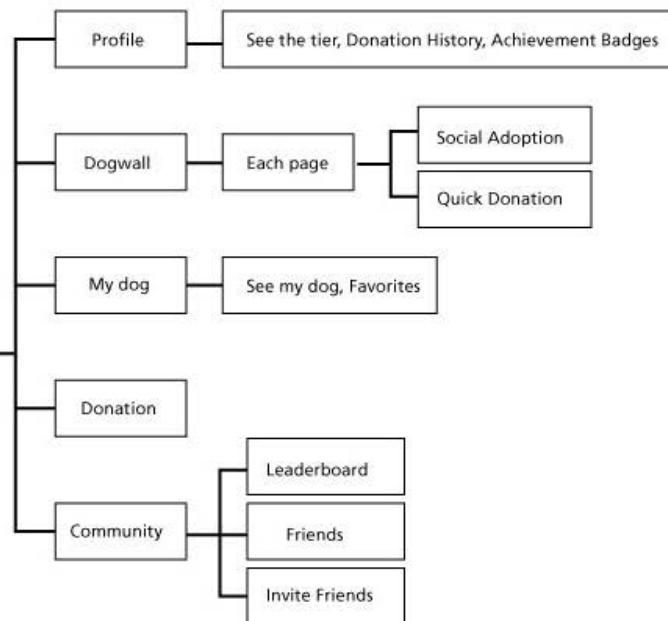
### Concept Flow Chart





## Design Ideation

### Concept Flow Chart



## Approch / Process

# Methodological Design

Gather information on how to raise money for an animal shelters.

Select an appropriate animal shelter in Rochester, NY.

Interview animal shelter about fundraising methods.

Interview people about their experiences about donation.

Research game mechanics and application methods.

Figure out which game mechanics can be effectively used.

Design identity, app, and campaign that will inform, promote, provoke, and motivate the audience to adopt animals and donate money.

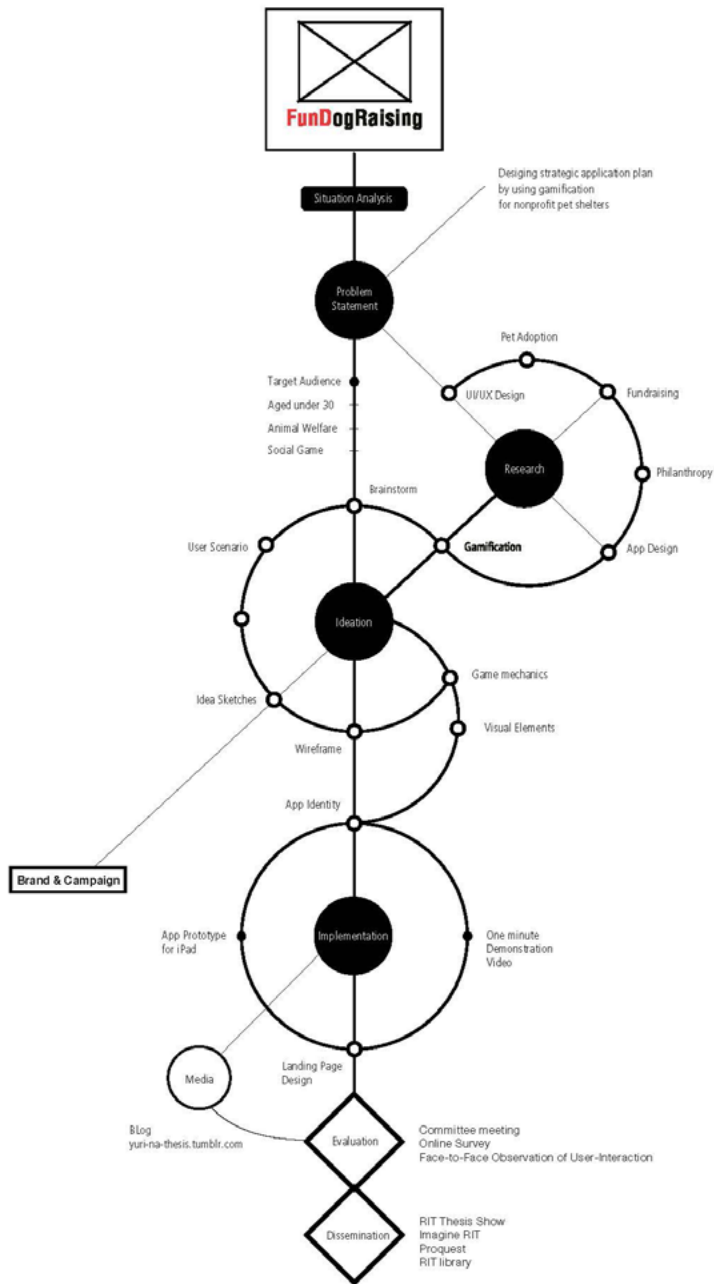
Design visual elements which can attract young donors and keep drawing their attention.

The app will direct a new approach and provide an interest of abandoned animals.

Create final design application for print, web and mobile.

Receive feedback from advisors, instructors and peers.

Evaluation by online survey, in-depth interview, and usability testing.



## Target Audience

The main target audience for this project will be aged between 18~30 who is interested in animal welfare and who is familiar with using digital devices.

## Persona A

**Name** Greg Walters

**Gender** Male

**Information** Greg is 18 years old and lives in Chicago. He is a student of the university of Chicago. Greg is an active person who likes to play social games with friends. He is always online on Facebook and WhatsApp. He sometimes does volunteer work at a non-profit organization. He really loves dog but he does not have any pet. He usually participate in social campaign to share it with his friends.

**Goals / Needs** He enjoys winning and being at the first rank.  
He plays social games when he is bored and likes to challenge friends.  
He wants to find more meaningful things to do while using digital devices.  
He wants to share his meaningful work on his Facebook page.

**Technology** Laptop, desktop, smart phone and tablet user.  
He used to play console game and mobile game.

## Target Audience

The main target audience for this project will be aged between 18~30 who is interested in animal welfare and who is familiar with using digital devices.

## Persona B

**Name** Isabella Anderson

**Gender** Female

**Information** Isabella is a dog lover who is really interested in pet fundraising. She donates money to non-profit animal shelters every month. She has participated in lots of different outdoor fundraising events. Now, she is looking for another new way to donate and wants to recommend it to her child. She is 28 years old and lives in Rochester, NY. She is a middle school teacher and has two children.

**Goals / Needs** She wants to find out easy donation method to recommend to her children.  
She wants to find new interesting method of donation.  
She wants to keep tracking her charitable giving history and accomplish goals.  
She wants to check information about updated animals in animal shelters and wants to give some help for them.

**Technology** Laptop and smart phone user. Not really familiar with using digital devices.

**User  
Scenario****Greg Walters**

Found campaign poster on the street.  
Scanned QR code on the poster.  
Installed FunDogRaising App.  
Checked animal information and read their stories.  
Tried to find more campaign poster in his town.  
Gained points and achieved upgraded tier.  
Completed the donation goal with other people.  
Felt a sense of accomplishment.  
Shared his charitable giving history on Facebook.  
Some of his friends engaged in using the app.  
Wanted to be the first rank on the leaderboard.  
Used the app everyday to get some points.

## Software



Branding identity – Photoshop, Illustrator, InDesign

App prototype – Photoshop, Illustrator, Invision

Website demonstration video – After Effects, Audition

Landing page design – Photoshop, Illustrator, InDesign, Muse

## Implementation Strategies

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### Research Planning

This thesis project requires a knowledge of both fundraising and game mechanics.

I will study deeply about process, history, features and methods of fundraising. Also, by doing interview with a member of an animal shelter, figure out what they do for encouraging pet adoption, how to attract donors, and how they use contributions.

Furthermore, I will thoroughly study the game mechanics and how to apply them for fundraising.

### Contact Planning

I plan to meet with the committee members at least twice a month, to get feedback.

I will upload my solutions in my blog once a week.



## Dissemination

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I plan to upload my research, feedback and ideation process by posting it on my thesis blog, <http://yuri-na-thesis.tumblr.com/>. I will submit my final project to various competitions online, social networking websites, conferences, and organizations.

### Competitions

AIQA, A dobe Achievement Awards, Communication Arts Student competition

### The Internet

Blog  
Personal Social Media  
Behance.net  
Web Portfolio

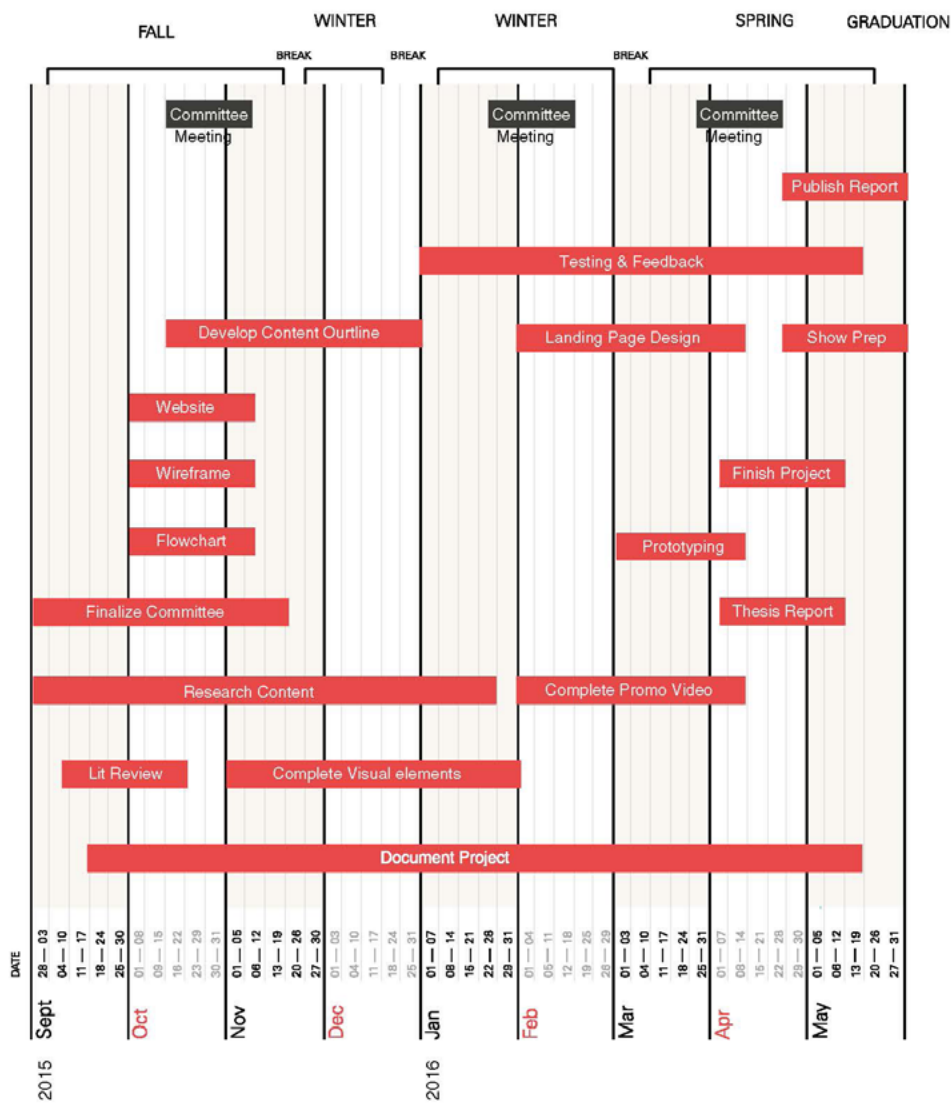
Imagine RIT

## Evaluation Plan

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I will test usability on a group from my target audience in multiple stages of my design implementation. I will do both quantitative and qualitative research in the form of an online survey and face-to-face interview with target audiences. User testing will also be implemented to make sure that my applications are usable and comprehensive.

# Timeline



## Bibliography

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Rovner, Mark, and Sea Change Strategies. "The Next Generation of Giving - American Giving." *The Next Generation of Giving - American Giving*. Ed. Dennis McCarthy, Target Analytics, A Division of Blackbaud INC., Michael Johnston, and HJC. Blackbaud, Aug. 2013. Web. 05 Apr. 2016.

## A2. Usability Questionnaires

Task 1 : Sign up

Task 2 : Virtual Adopt

Task 3 : Quick Donation

Task 4 : See "Lollypop Farm" shelter location

Task 5 : Search Something

Task 6 : Check your achievement medals on the profile menu

Task 6 : Check donation graph on the Profile menu

Task 7 : Search "Luffy" on "My dog" menu and go to his page

Task 8 : Look over Fundraising around you in donation page

Age

Gender

Occupation

## FUNDoggy - Fundraising Application for shelter dogs

	1	2	3	4	5
	Strongly Disagree			Strongly Agree	
1. It was easy to learn to use this app.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The concept of this app was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The menu items were well organized and functions were easy to find.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. All of the functions I expected to find in the menus were present.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would imagine that most people would learn to use this system quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Whenever I made a mistake using the app, I could recover easily and quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The information provided with this system was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The organization of information on the screens was clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I liked using the interface of this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. This system has all the functions and capabilities I expect it to have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Overall, I am <b>satisfied</b> with this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall Comments

Overall UX

Navigation

Contents

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# FUNDoggy - Fundraising Application for shelter dogs

	Strongly Disagree	1	2	3	4	5	Strongly Agree
1. It was easy to learn to use this app.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
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10. Overall, I am satisfied with this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	

## Overall Comments

Overall UX - clear, simple, well designed - enjoyed simple process of animal \$

Navigation - good to understand - efforts were

Contents - enjoyed the app provides a lot - would like to see it

Collect Data from other sites to confirm my efforts.

# FUNDoggy - Fundraising Application for shelter dogs

	Strongly Disagree	1	2	3	4	5	Strongly Agree
1. It was easy to learn to use this app.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>		
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10. Overall, I am satisfied with this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>		

## Overall Comments

Overall UX

easy to follow and use. quick donation is confusing.

Navigation

easy to navigate

Contents

Quick Donation: Top header is confusing. Looks like a subscription option. Duration label in bread crumb lead me to believe this was a subscription and not a one time payment

# FUNDoggy - Fundraising Application for shelter dogs

	Strongly Disagree				Strongly Agree
1. It was easy to learn to use this app.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
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10. Overall, I am satisfied with this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

15-3-20  
 within the app  
 demographic, yes  
 less computer-  
 savvy/mobile  
 savvy people may  
 take a bit longer to  
 learn the app.

## Overall Comments

Overall UX: Enjoyable to use / felt fluid / Familiar enough to learn quickly, smooth + natural.

Navigation: Familiar enough to recognize and navigate with ease / Never felt "lost" or like I was stuck - easy to go back if I made a mistake

Contents: Overall, great design and concept! The color scheme is fresh and clean, The icons are cute + fun, but ~~not~~ professional-looking, which is what I would expect to

See in an app like this. Usability was easy to fun - I particularly liked how there is an icon that lets you know if you have current supporters leads to virtually donate toward -



# FUNDoggy - Fundraising Application for shelter dogs

	Strongly Disagree	1	2	3	4	5	Strongly Agree
1. It was easy to learn to use this app.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
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10. Overall, I am satisfied with this system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	

## Overall Comments

Overall UX

*Really Great UX & flows with normal expected behaviors*

Navigation

*8 Easy to navigate & get around*

Contents

*See back*

Task 1 : Sign up

Task 2 : Virtual Adopt

Task 3 : Quick Donation

Task 4 : See "Lollypop Farm" shelter location

Task 5 : Search

Task 6. Check your achievement medals on the Profile menu.

Task 6 : Check donation graph on the Profile menu

Task 7 : Search "Luffy" on "My dog" menu and go to his page.

Task 5 : Look over Donation page and check fundraising around your location.

Write Your

Age 28

Gender MALE

Occupation WEB EXPERIENCE DESIGNER

Task 1 : Sign up

Task 2 : Virtual Adopt

Task 3 : Quick Donation

Task 4 : See "Lollypop Farm" shelter location

Task 5 : Search

*Task 6. Check your achievement medals on the Profile menu.*

Task 6 : Check donation graph on the Profile menu

Task 7 : Search "Luffy" on "My dog" menu and go to his page.

Task 5 : Look over Donation page and check fundraising around your location.

*Write down your*

Age *28*

Gender *Female*

Occupation *Visual Designer*

Task 1 : Sign up

Task 2 : Virtual Adopt

Task 3 : Quick Donation

Task 4 : See "Lollypop Farm" shelter location

Task 5 : Search <sup>Something</sup> ~~Task~~: Check your achievement medals on the Profile menu

Task 6 : Check donation graph on the Profile menu

Task 7 : Search "Luffy" on "My dog" menu and go to his Page.

Task 5 : ~~Look over Donation page~~  
Look over Fundraising around you on Donation Page.

Age 27

Gender Female

Occupation ui/ux designer

**Task 1 : Sign up**

**Task 2 : Virtual Adopt**

**Task 3 : Quick Donation**

**Task 4 : See "Lollypop Farm" shelter location**

**Task 5 : Search**

*task 6. Check your achievement medals on the Profile menu.*

**Task 6 : Check donation graph on the Profile menu**

**Task 7 : Search "Luffy" on "My dog" menu and goto his page**

**Task 5 : Look over Donation page and check fundraising around your location.**

**Age** 23

**Gender** Male

**Occupation** UX designer

that particular day; That notification motivated me to want to donate  
everytime I viewed a dog's ~~the~~ profile; ~~It~~ → It even motivated  
me to want to 'add more funds' when the notification showed me that  
I didn't currently have enough.

~~Overall~~ the  
I especially liked the part of the app that allowed me to view  
local fundraising charities or events or <sup>individual</sup> causes that I could browse  
through and donate as I pleased.

Overall, FUNDoggy is an enjoyable app that is easy to use, and most  
importantly, something I believe many people would utilize. ~~It~~

As a huge dog lover, and someone who enjoys donating to important  
causes, this is definitely an app I would frequently use. I believe FUNDoggy  
is successful ~~in~~ in creating an enjoyable, and immersive experience for  
~~people~~ people who love dogs and want to help, but don't necessarily have the  
time to visit local shelters, or don't know where to start. The idea that  
the user gets to experience, and see directly where their donations  
are going, ~~and~~ and even share that info with their friends via social media,  
is what makes this app so successful. Oh, and all the cute doggies!

Landing 3screen tutorial (Helps → Help)

" " 2nd page (show your giving → your contributions)

Switching from List to grid makes alerts

from Paw wall to Pet → Alert icon changes

★ Make all links work

Why did stickers not work?  
Come with location  
link clicked?

Quick Donations (if the dog find → finds)

" " (transfer left → transfer remaining [funds/money])

★ Paw Alerts no " " " on donations

★ Successful Donation (the lives of your dog → the life of /

Location ZIP

the lives of  
~~the~~ our dogs  
your

Medals (Supported → Helped)

↳ 30 dogs in finding their homes

★ Searching for luffy → made me want to type

## A3. Thesis Defense Presentation



### CONTENTS

#### Proposal

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#### Process

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#### Final Design

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#### Conclusion


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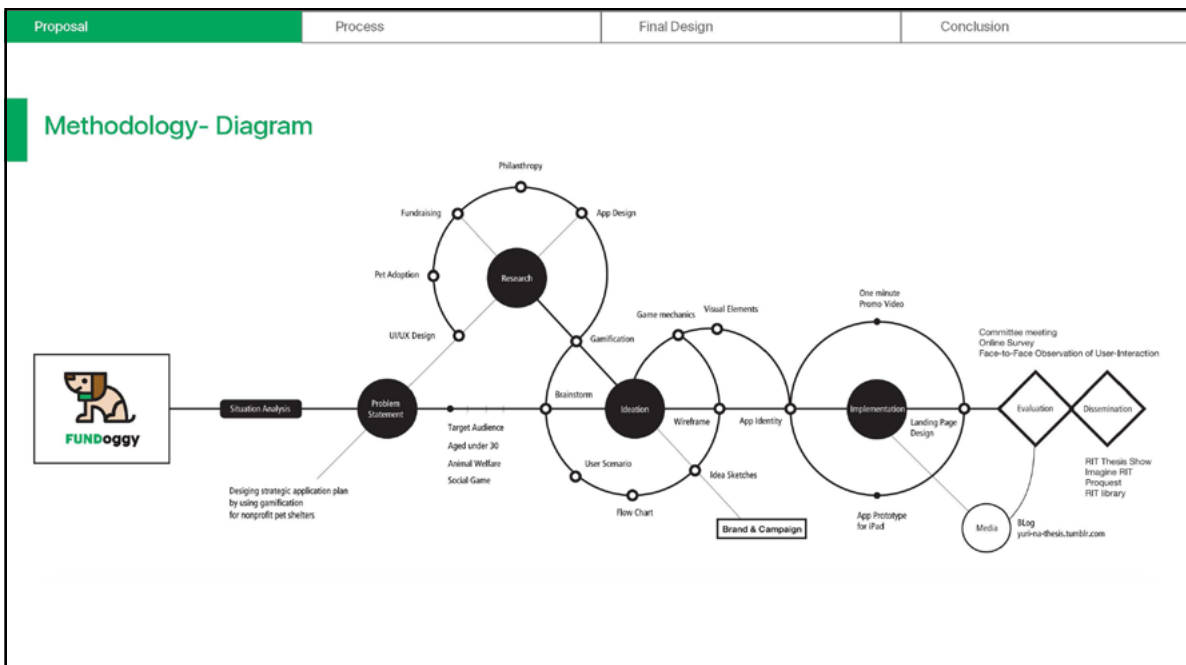
Proposal	Process	Final Design	Conclusion
<div>Situation Analysis</div> <ul style="list-style-type: none"> <li>● In America, more than half of all donations to charity are made those aged over 60 years</li> <li>● the generational gap in charitable giving is getting bigger every year</li> <li>● most nonprofit organizations still use old methods such as direct mail appeals, newsletters, and special outdoor events</li> <li>● Fundraising method should be evolved into a new generation</li> </ul> <div> <p>Total giving: 1975–2015 (in billions of dollars)</p> <p>SOURCE: Giving USA Foundation   GIVING USA 2016</p> </div>			

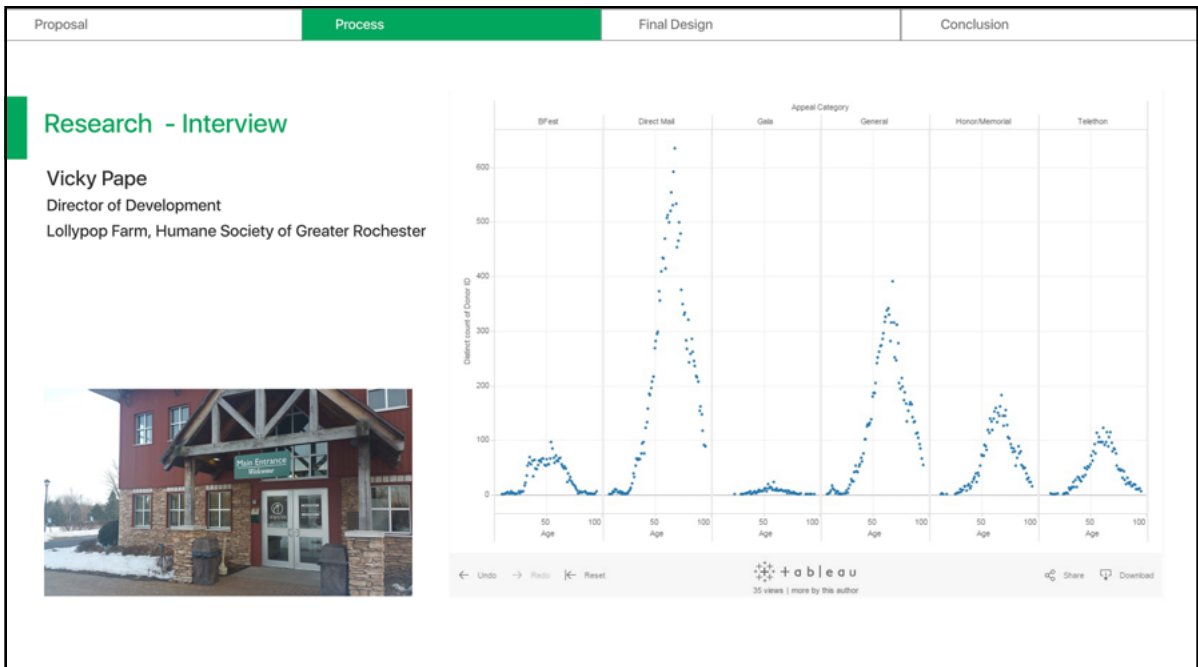
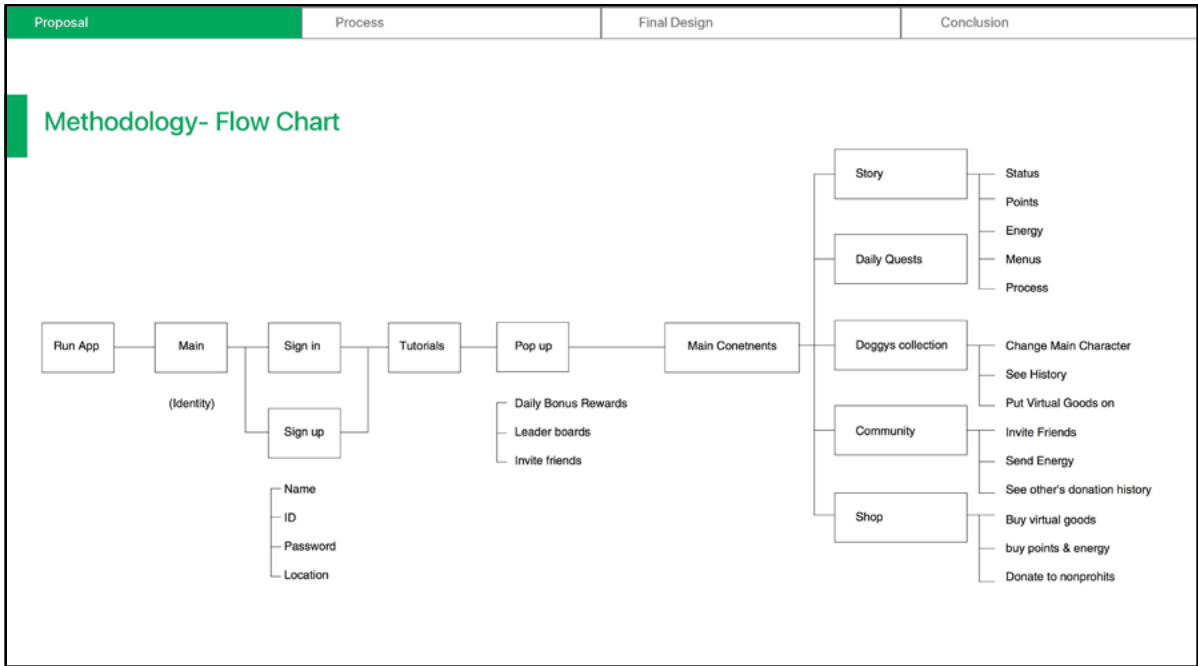
Proposal	Process	Final Design	Conclusion
<div>Problem Statement</div> <ul style="list-style-type: none"> <li>● Why young people don't give?</li> <li>● How to engage young people into the charitable giving?</li> <li>● How nonprofit organizations attract their donor?</li> </ul> <ul style="list-style-type: none"> <li>▶ A new paradigm that would apply familiar concepts especially for those aged under 30 is needed to encourage and spur interest in the culture of donating</li> <li>▶ Seek to create an effective way of attracting donors and how to maintain continuous connection with them</li> </ul>			

Proposal	Process	Final Design	Conclusion
<div>Problem Statement</div> <p>Make the idea of donating more fun and desiresable</p> <p><b>HOW?</b></p> <p>Gamification + Social Media + Animal</p>			

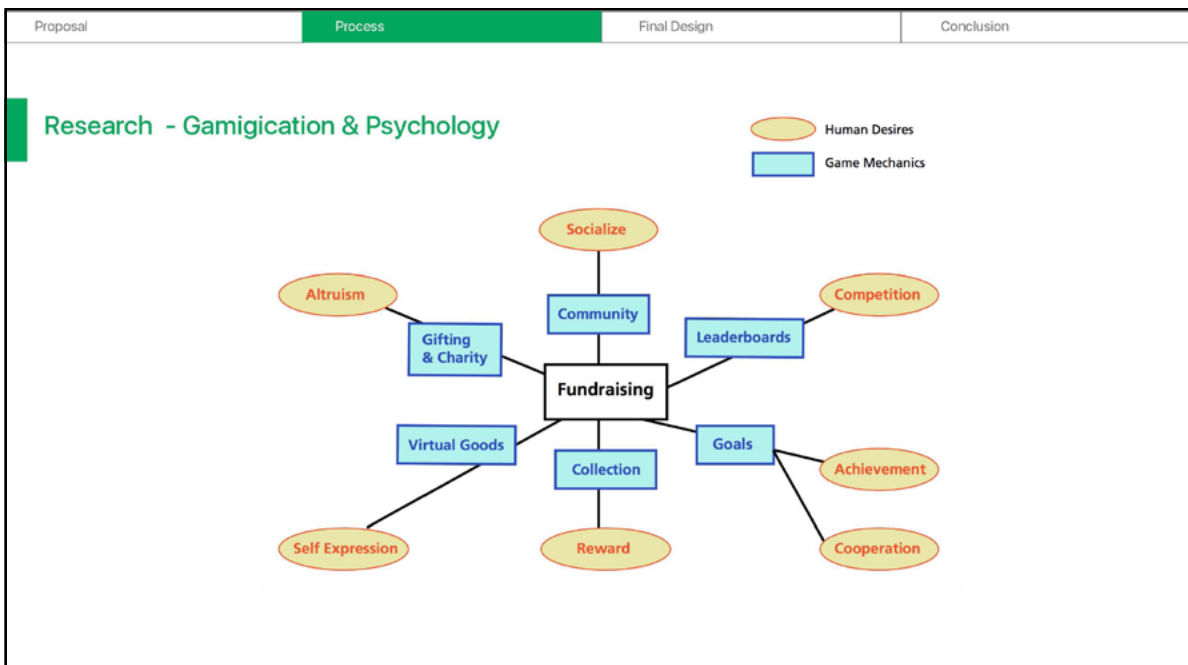
Proposal	Process	Final Design	Conclusion
<div>Target Audience</div>  <div> <div>aged between 18 and 30</div> <div>Interested in animal welfare</div> <div>Familiar with Social Media</div> </div>			

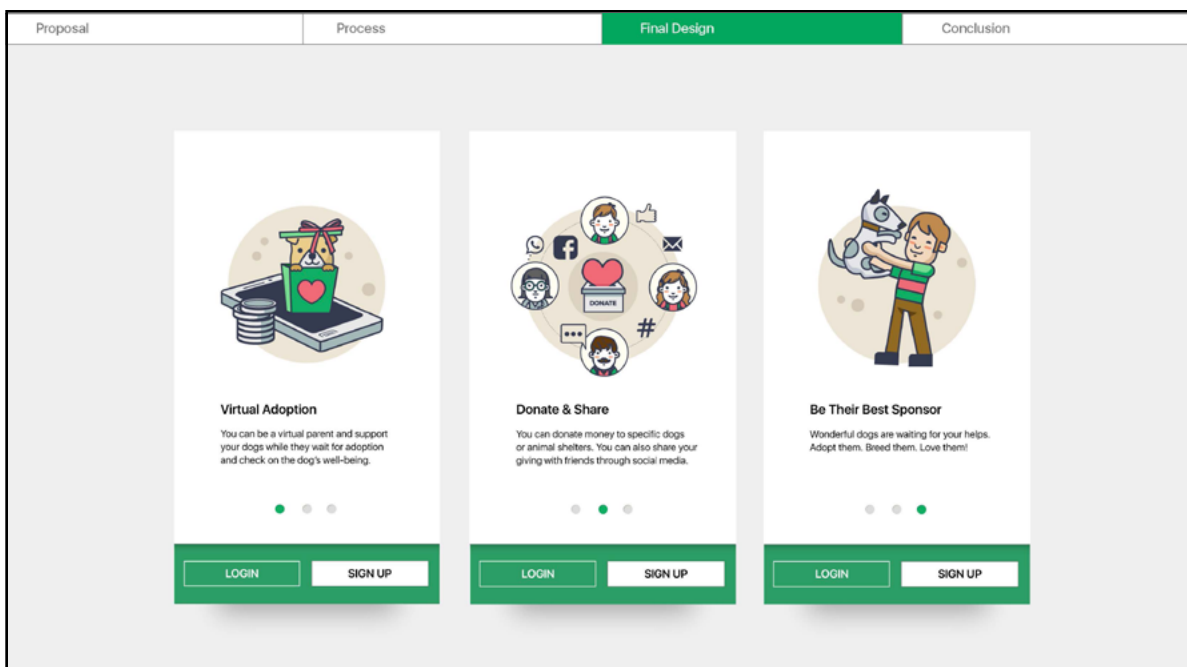
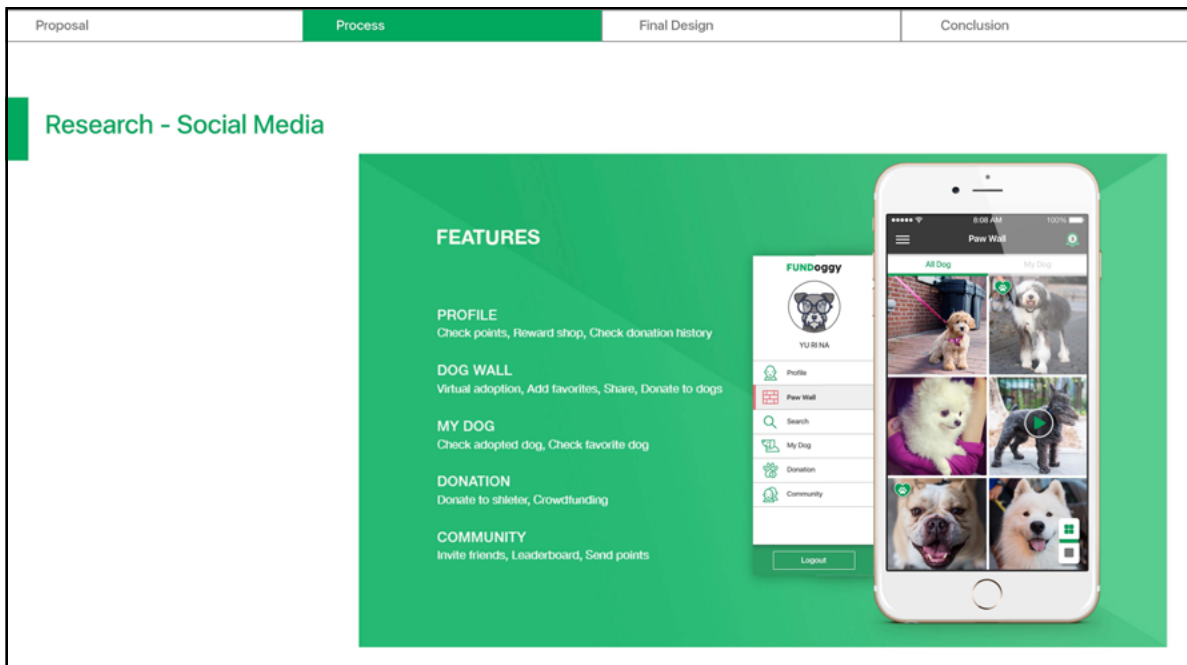
Proposal	Process	Final Design	Conclusion
<h2>Implementation</h2> <ul style="list-style-type: none"> <li>● Branding Identity - Photoshop, Illustrator, InDesign</li> <li>● App Prototype - Photoshop, Illustrator, Invision</li> <li>● Demo Video - After Effects, Photoshop, Illustrator</li> <li>● Poster - Photoshop, Illustrator, InDesign</li> <li>● Software</li> </ul> <div>       </div>			

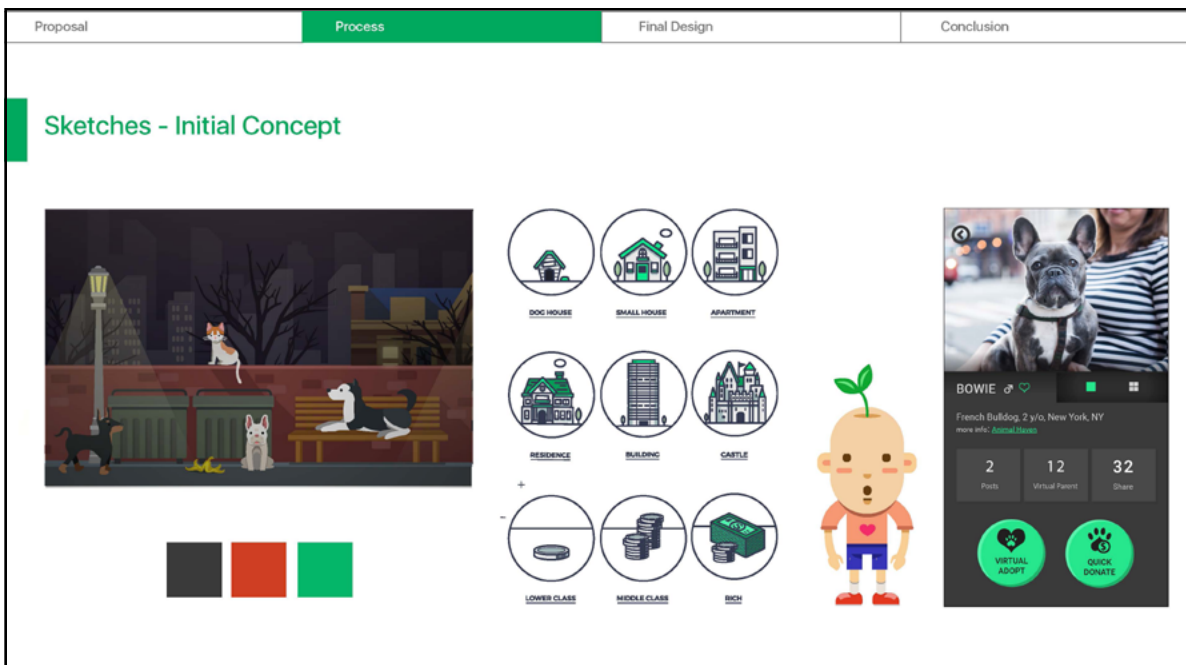
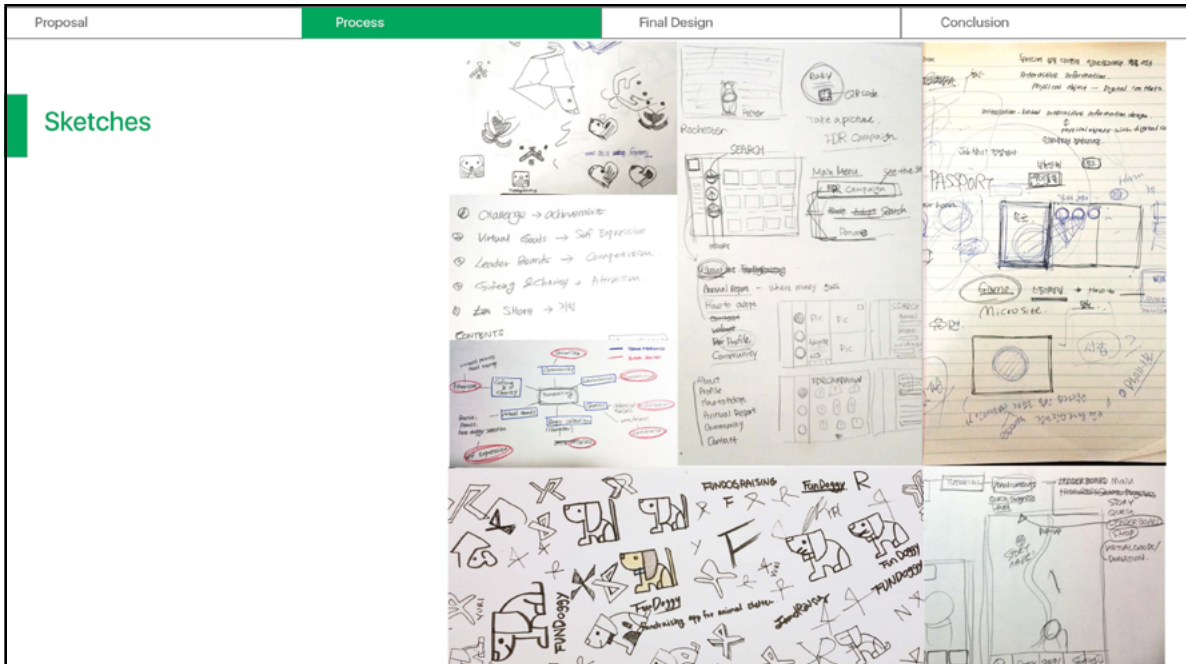


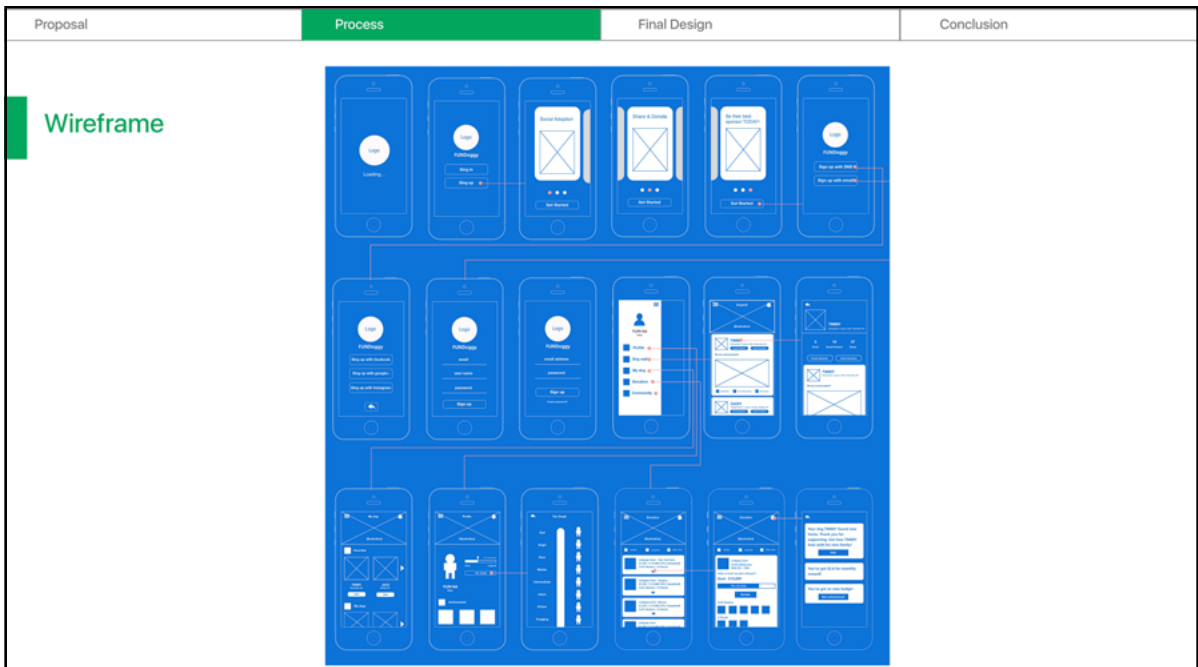
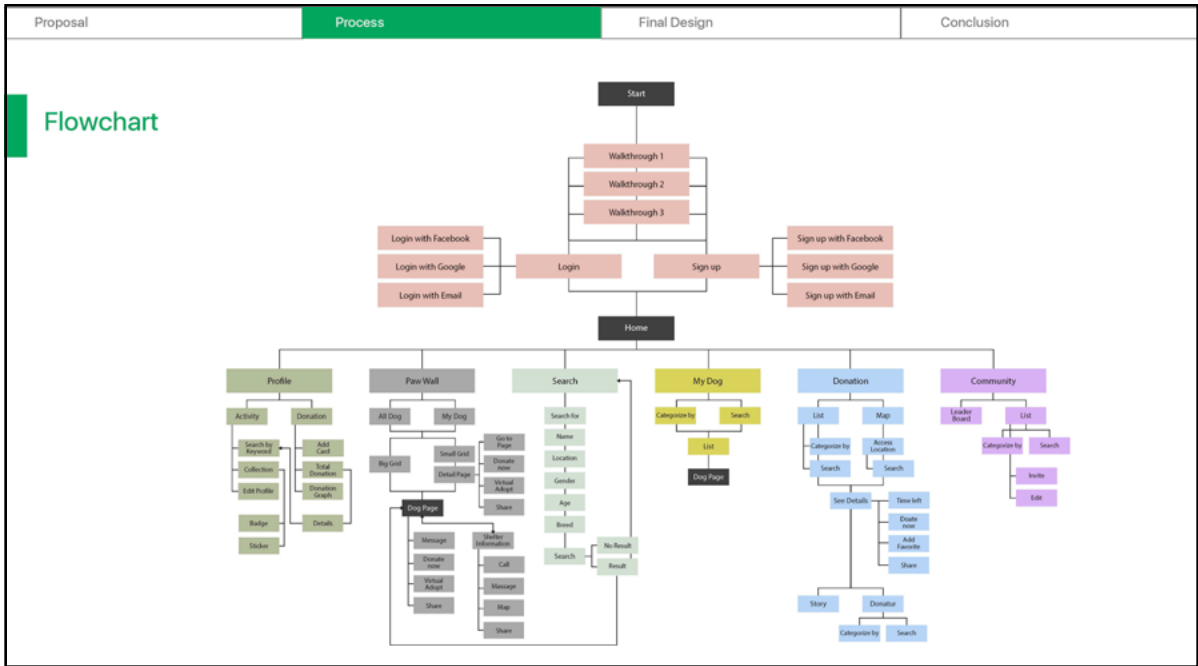


Proposal	Process	Final Design	Conclusion
<h2>Research - Social Media</h2> <ul style="list-style-type: none"> <li>Allow grouping of friends</li> <li>Ease of communication</li> <li>Being dynamic and only showing relevant information</li> <li>Allowing users to easily express themselves</li> </ul>			

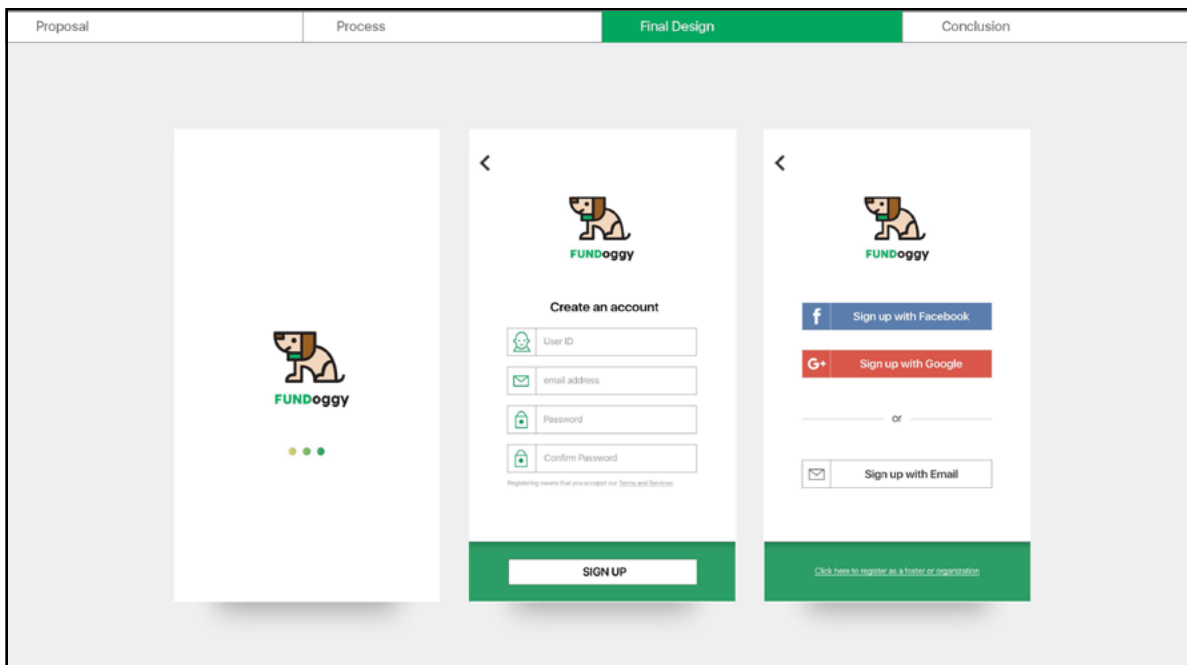
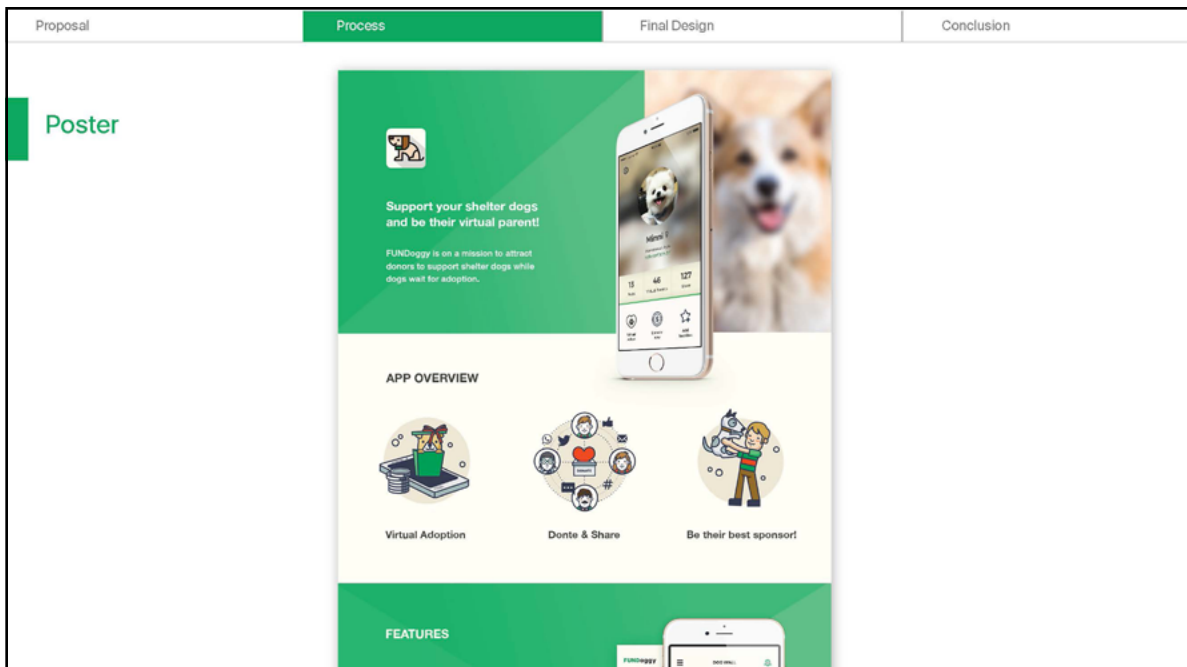


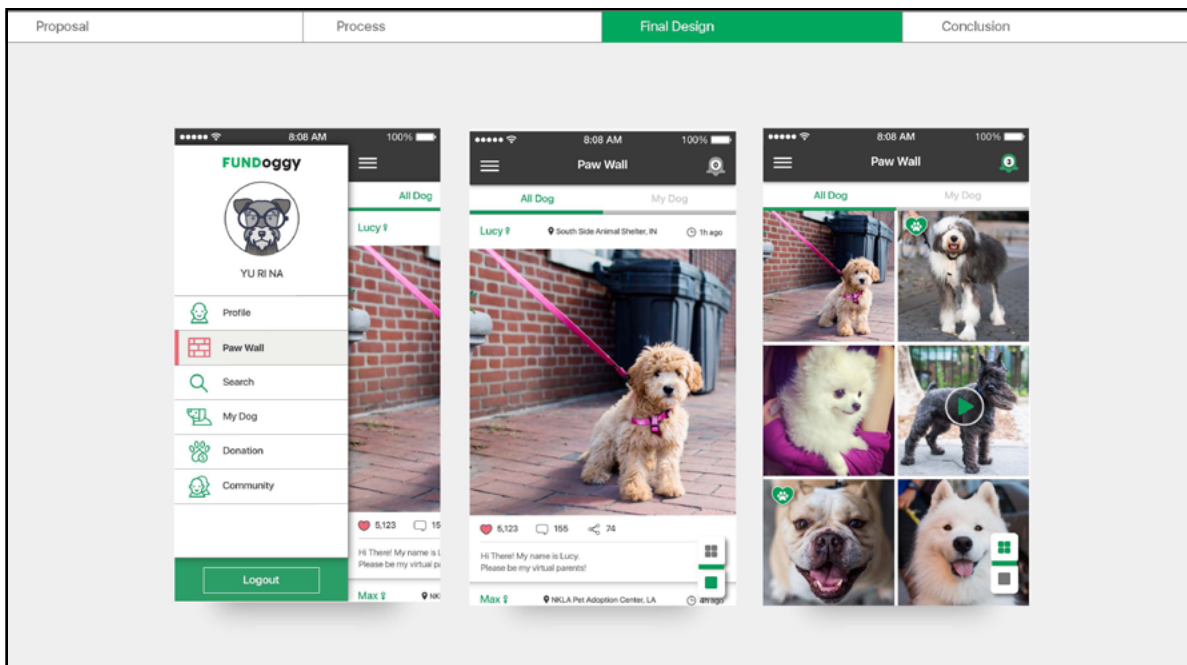
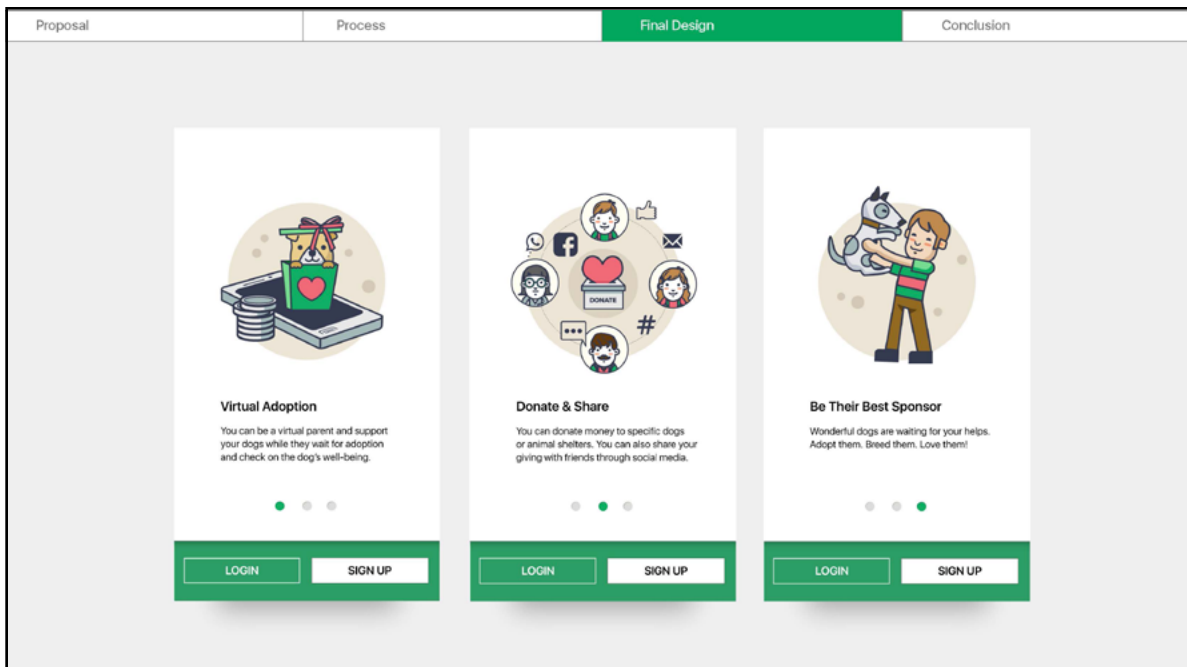


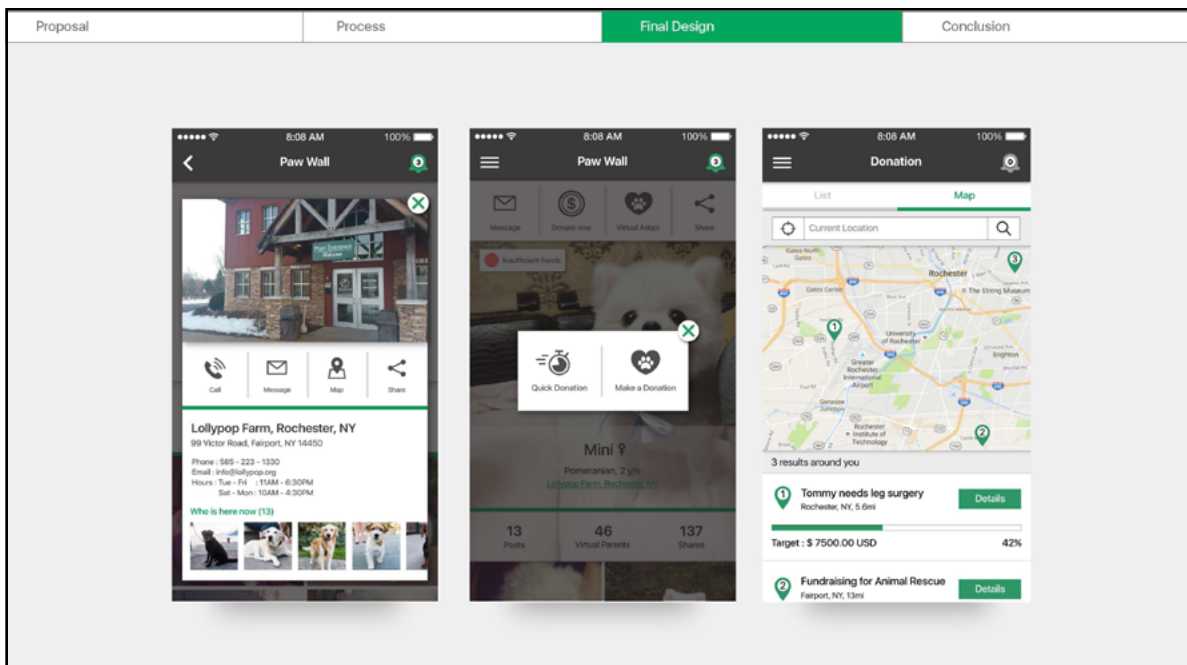
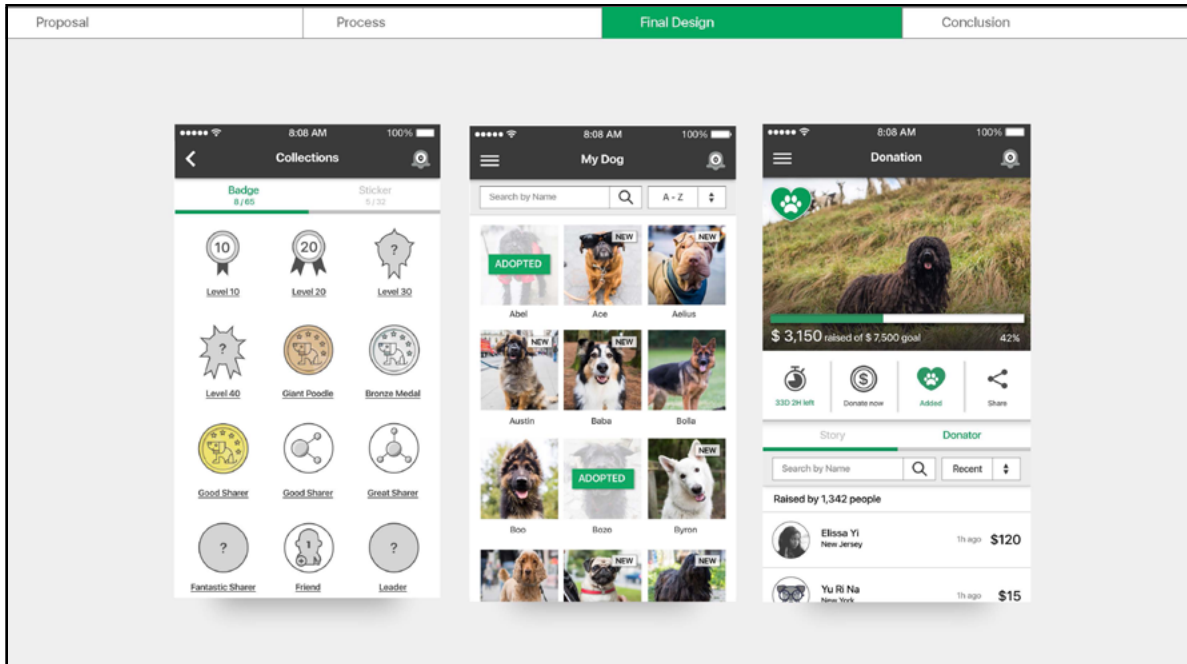


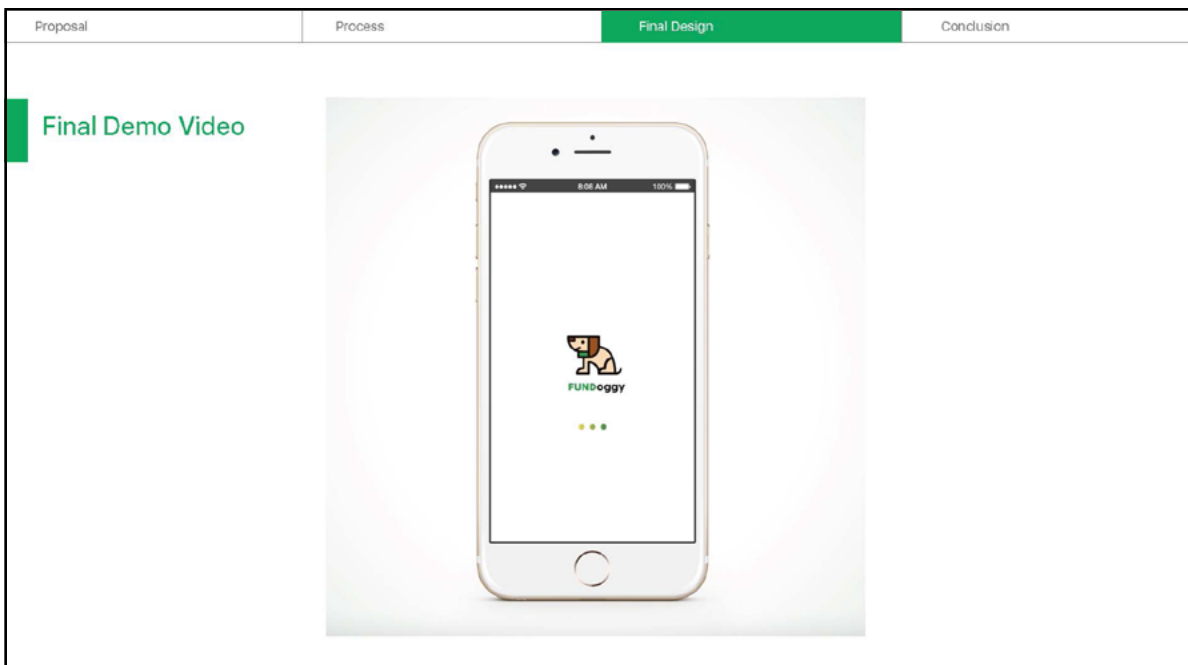
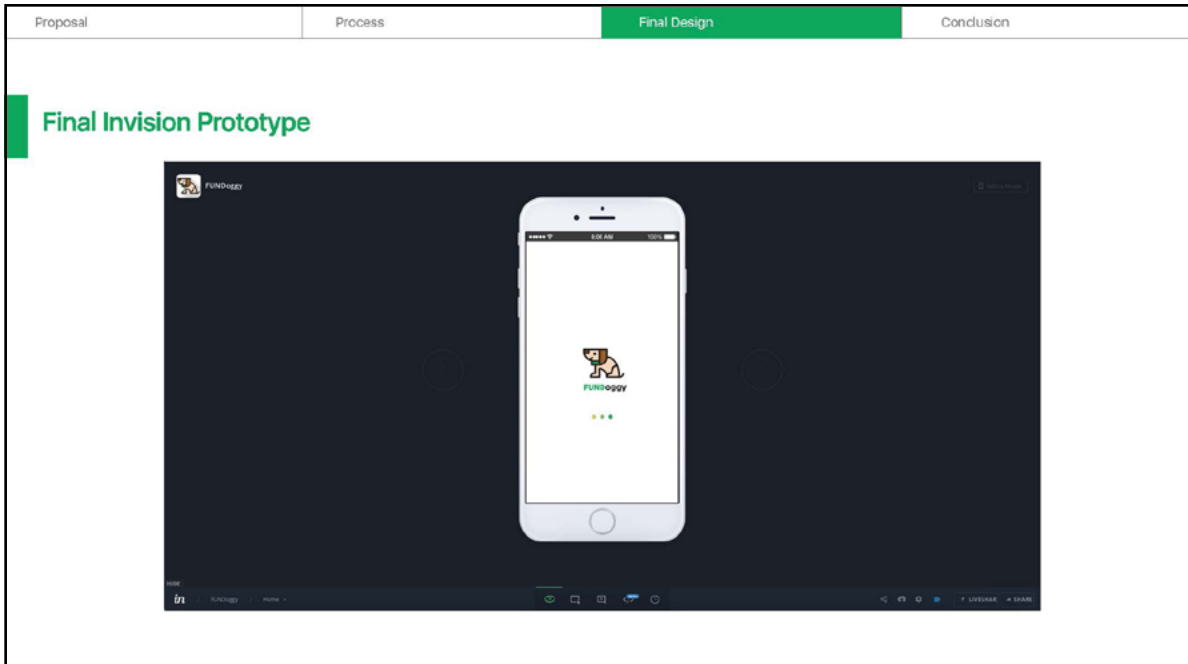












Proposal	Process	Final Design	Conclusion
<h2>Usability Testing</h2> <p>Paper Prototype</p> <p>Invision Prototype</p> <p>Demo Video</p>			

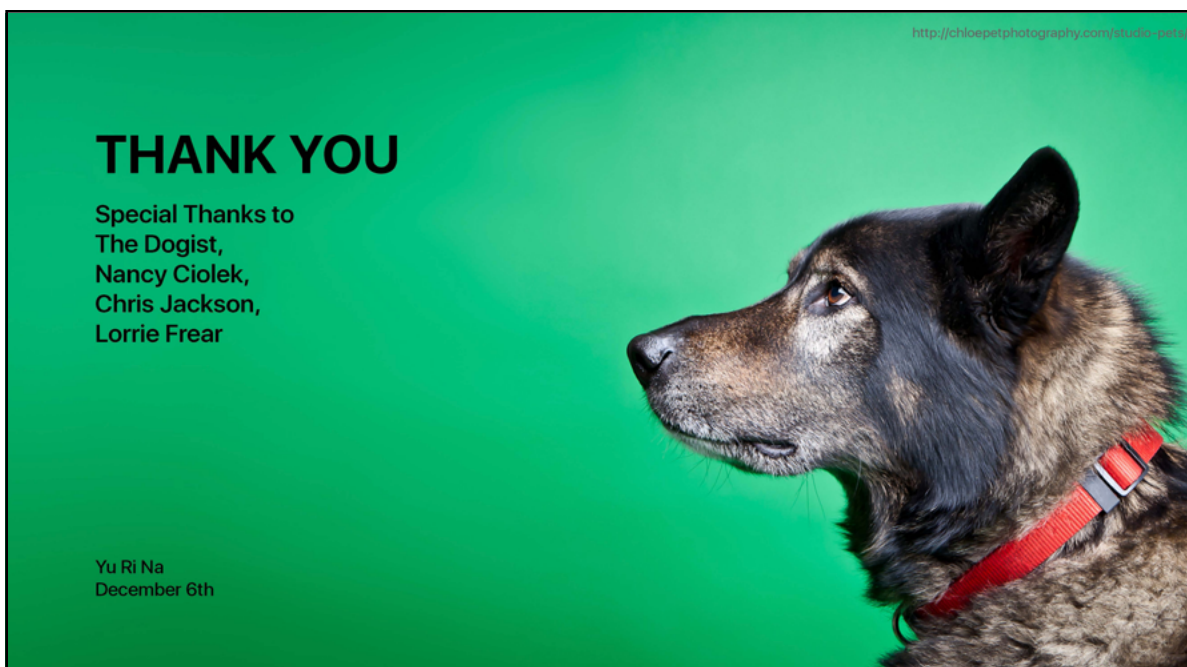
Proposal	Process	Final Design	Conclusion																																																																																																
<h2>Usability Testing</h2> <p>Usability Test to explore</p> <ol style="list-style-type: none"> <li>1. Concept</li> <li>2. Terminology</li> <li>3. Navigation</li> <li>4. Content</li> <li>5. Page layout</li> <li>6. Functionality</li> </ol>	<table border="1"> <thead> <tr> <th></th> <th>Disagree</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>Agree</th> </tr> </thead> <tbody> <tr> <td>1. It was easy to learn to use this app.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. The concept of this app was clear.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. All the forms were well organized and functions were easy to find.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>4. All the information I expected to find in the menu was present.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>5. I would imagine that most people would learn to use this system quickly.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>6. Whenever I made a mistake using the app, I could recover easily and quickly.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>7. The information provided with this system was clear.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>8. The organization of information on the system was clear.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>9. I liked using the interface of this system.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>10. This system has all the functions and capabilities I expect it to have.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>11. Overall, I am satisfied with this system.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <div> <div> <p>Task 1 : Sign up</p> <p>Task 2 : Virtual Adopt</p> <p>Task 3 : Quick Donation</p> <p>Task 4 : See "Lollypop Farm" shelter location</p> <p>Task 5 : Search</p> <p>Task 6 : Check your achievement badge on Profile menu</p> <p>Task 7 : Check donation graph on the Profile menu</p> <p>Task 8 : Search "Luffy" on "My dog" menu and go to his page</p> <p>Task 9 : Look over Donation page and check local fundraising</p> </div> <div> </div> </div>				Disagree	1	2	3	4	5	Agree	1. It was easy to learn to use this app.								2. The concept of this app was clear.								3. All the forms were well organized and functions were easy to find.								4. All the information I expected to find in the menu was present.								5. I would imagine that most people would learn to use this system quickly.								6. Whenever I made a mistake using the app, I could recover easily and quickly.								7. The information provided with this system was clear.								8. The organization of information on the system was clear.								9. I liked using the interface of this system.								10. This system has all the functions and capabilities I expect it to have.								11. Overall, I am satisfied with this system.							
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Proposal	Process	Final Design	Conclusion
<h2>Findings</h2> <div> <div>Overall UX</div> <div> <p>Participants like the concept and design style</p> <p>Enjoyable to use / Easy to follow and use / Clean, Simple, Well Organized /</p> <p>Great UX &amp; Flows with normal expected behaviors</p> </div> </div> <div> <div>Navigation</div> <div> <p>Most participants followed their task well without any problems.</p> <p>There was a problem when participants try to find shelter information. They don't know it's clickable.</p> </div> </div> <div> <div>Contents</div> <div> <p>Quick donation is confusing. Looks like a subscription option.</p> <p>Making all links work on Invision prototype will more helpful</p> <p>Don't know what the responsibility of "Virtual adopting" a dog meaning at first time.</p> <p>They liked they could see locale sheltres and fundraisers for specific dog on Donation menu.</p> </div> </div>			

Proposal	Process	Final Design	Conclusion
<h2>Findings</h2> <div> </div>			



Proposal	Process	Final Design	Conclusion
<div> <h2>Conclusion</h2> <ul style="list-style-type: none"> <li>● Overall, feedback has been really positive</li> <li>● Minor changes need to be made to the final prototype based on usability questionnaires</li> <li>● Find a way to reduce work for animal shelters.</li> <li>● Think about how to show annual report from all different shelters and fosters.</li> <li>● Further research is required to reinforces role of a fundraising app for making a better world.</li> </ul> <p>“ FUNDoggy is an enjoyable app that is easy to use, and most importantly, something I believe many people would utilize. As a huge dog lover, and someone who enjoys donating to important causes, this is definitely an app I would frequently use. I believe FUNDoggy is successful in creating an enjoyable, and immersive experience for people who love dogs and want to help, but don't necessarily have the time to visit local shelter, or don't know where to start. The idea that the user gets to experience, and see directly where their donations are going, and even share that info with their friends via social media, is what makes this app so successful. ”</p> </div>			

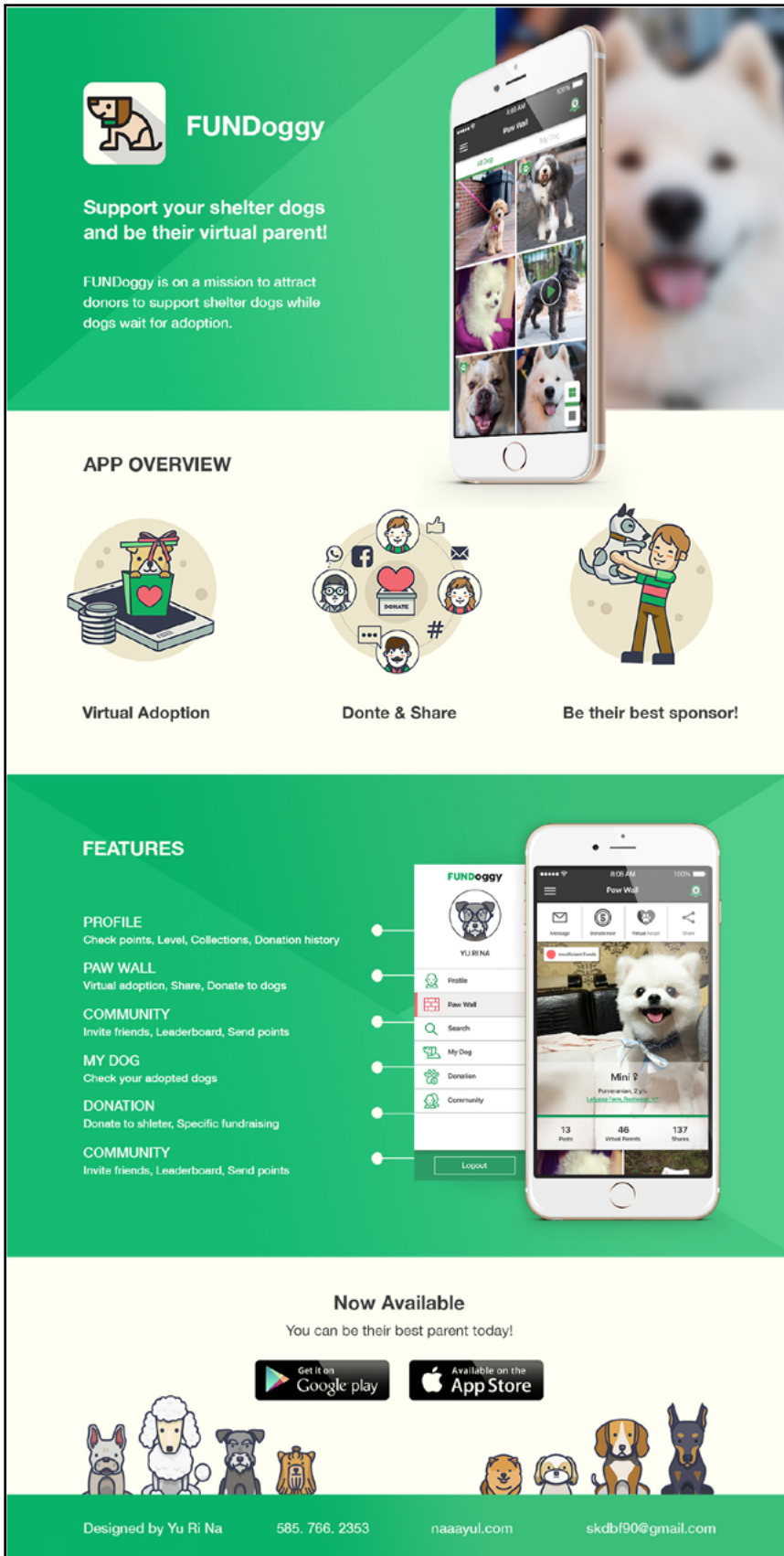


## A4. Imagine RIT



**Figure 36.** Imagine RIT





**Figure 37.**  
Poster for Imagine RIT

## A5. Image Copyrights and Acknowledgments

### Image Copyrights - The Dogist

<http://thedogist.com/>



**Figure 38.** Screenshot from The Dogist  
(Source: The Dogist, *thedogist.com*, 2016)

**Request of using your photos on my thesis project.**

3 messages

Yu Ri Na <yn6517@g.rit.edu>  
To: thedogist@gmail.com

Thu, Feb 18, 2016 at 12:01 PM

Dear Elias Weiss Friedman,

Hi, nice to meet you. My name is Yu Ri Na.

The reason I am trying to reach you is because I am a Visual Communication Design student working on Masters of Fine Arts thesis at Rochester Institute of Technology(RIT).

The goal of my study is designing strategic application plan using gamification for a fundraising app for a non-profit animal shelter in order to promote young people to engage in charitable giving. As part of my project, I'm making a dog SNS that donors can do social adoption to support dogs until they find new home. As such, I am looking for some dog photos that I can use in my designs. When I began to think of what type of content I could use, I immediately thought of you and your work. I found your work in a search I did last year while I was searching some photos. That led me to your Instagram, your website, and your book. Needless to say, I have been drooling over your pictures ever since. For me, it's hard to take such a good quality photos of dogs.

If you allow me to use your photos, I will obviously credit you, and your website, in both my APP as well as in all of my thesis documentation. **I would not be selling or producing this APP in any way and it would only be used as an academic project to be shown as part of my class/thesis.** If you have any questions about my project or the way in which I would potentially be using your photos, please let me know. Also, I can show you my thesis proposal if you want. I would be more than happy to address any concerns you may have. Thank you for all your time and effort!

Yu Ri Na

Visual Communication Design MFA

Rochester Institute of Technology

Elias Weiss Friedman <thedogist@gmail.com>  
To: Yu Ri Na <yn6517@rit.edu>

Thu, Feb 18, 2016 at 1:16 PM

Hello Yu Ri Na,

Sounds like a great thesis project! Feel free to use my images for the purposes you described. Would love to see the finished work once it's complete.

Cheers,  
-Elias / The Dogist  
[Quoted text hidden]

Yu Ri Na <yn6517@g.rit.edu>  
To: Elias Weiss Friedman <thedogist@gmail.com>

Thu, Feb 18, 2016 at 2:22 PM

Hi Elias.

Definitely I will show you my works later.

I will contact you again (maybe around end of May) and thank you for your generous response.

**Figure 39.** Acknowledgment

## A6. Sources for Imagery

Adoptable Dogs In Singapore Ikea Store. Digital image. Home for Hope. Accessed August 3, 2014. <http://homeforhope.sg/>

Cat Town Web Page Screenshot. Digital image. Cat Town Oakland. Accessed November 9, 2016. [www.cattownoakland.org](http://www.cattownoakland.org)

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MacLaughlin, Steve. 2014 Overall Giving Distribution by Month by Sector in Charitable Giving Report - How Nonprofit Fundraising Performed in 2014. Available from: <http://www.fundraisingschool.it/wp-content/uploads/2015/05/Charitable-Giving-Report-2014.pdf>

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